



Elk Rapids Farmers Market 2025 Market Guidelines and Policies

The Elk Rapids Farmers Market is managed by the Elk Rapids Area Chamber of Commerce and will be held every Friday from **May 30th through October 3rd, from 8:00 am to Noon**. The Market is located in downtown Elk Rapids in the Cedar Street Parking Lot (between Noble Street and Harbor Drive).

Mission:

The mission of the Elk Rapids Farmers Market is to provide access to locally grown products and related goods to the surrounding community, promote local agriculturally based business development, foster partnerships with local farmers and producers, and create community awareness of the importance of sustainable farming and food nutrition.

2025 Schedule:

January 20	Farmers Market Application Open
April 15	Application Deadline
May 2	Vendor Selection
May 16	Booth Assignments and Final Market Information
May 30	Market Opening Day

Market Guidelines:

1. The Elk Rapids Farmers Market will be held weekly on Fridays, from May 30 to October 3, 2025 from 8:00 am to Noon in the Cedar Street Parking Lot.
2. Only registered and approved vendors may participate in the Market. Vendors from the surrounding communities (Antrim, Benzie, Charlevoix, Grand Traverse, Kalkaska and Leelanau counties) will be given priority. Vendors outside of these communities will be considered based on product mix and space availability.
3. All vendors must complete the required vendor application and provide copies of all relevant licenses prior to participating in the Market. Applications are required to be completed annually.
4. If space is limited, vendor selection will be based on: vendor history with the Market, vendor location/local sourcing, product balance, and timing of application.

Late applications will be accepted but are not guaranteed space. Those not accepted due to space constraints will be placed on a waiting list and will be notified if space opens throughout the season and can be designated as “Drop-In” vendors.

5. All items sold at the Market must be farm grown or locally grown/produced in northern Michigan. Products allowed for sale at the Market include: fresh fruit and vegetables, herbs, plants, flowers, honey, maple syrup, fresh cider, local wine, cheese, eggs, poultry and meat products, fish, baked goods, prepared or processed food or drinks and other value added agricultural items.
 - a. Products must be home grown/produced; not purchased from other sources. A significant majority of products sold must come from your own farm/kitchen. Products not grown or produced on your property should be identified with farm/business and county of origin.
 - b. All products and vendors must be fully compliant with any applicable federal, state or local law (USDA, MDARD and Department of Health) regulations. Licenses must be on file with the Chamber prior to start of the Market.
 - c. Vendors applying to sell products under Cottage Food Law must comply with direct to consumer rules and labeling requirements.
 - d. Certified organic growers must comply with registration requirements and provide current proof of certification.
 - e. Crafts are not allowed. Some handmade items may be offered along with vendor’s primary products. All items in this category must be approved in advance by the Market Manager.
 - f. Vendors must list all items to be sold on the Market Application and must notify the Market Manager of any additions or changes.
6. The Elk Rapids Area Chamber of Commerce will review Market applications and make final determinations for participation. The Chamber reserves the right to reject any applications based on the items being sold.
7. Booth Rental/Fees:
 - a. **Full Season Vendors** – To reserve a space for the full Market season, applications and payments are due by April 15th. The pre-paid cost for the full season (19 weeks) is discounted to \$340.00 for a 10X10 space or \$595 for a 10X20 space (limited availability).

- b. **Daily Pay Vendors** – Vendors may pay for Market participation on a weekly basis at the Market. The cost is \$25.00 per week. Vendors are asked to commit to the full season or a specific number of weeks to be noted on the application.
 - c. **Drop-In Vendors** – Based on space availability. A list of “drop-in” vendors will be maintained. If space is available during a given week, an email will be sent out on Wednesdays. On a first-come, first serve basis, vendors can request a spot. Confirmation will be provided to all accepted vendors for the week.
- 8. Booth Assignment will be based on vendor history with the Market, full season commitment, product balance and timing of application.
 - a. Vehicle parking will be available for some vendors directly behind the assigned booth. In other cases, parking will be available within the Cedar Street Parking Lot and vendors can drop their items and then park adjacent to the Market.
 - b. The Market Manager reserves the right to adjust booth assignments and layout throughout the season based on the number of vendors.
- 9. Set-up time is between 6:30 and 7:45 am only. No one will be allowed to setup after 8:00 am for safety reasons. If you are not at the Market by 7:45 am, the Market Manager has the right to reassign your spot. Tear down must begin at Noon. Vendors may not breakdown prior to Noon even if products sell out.
- 10. Booth spaces are 10x10. Vendors are responsible for providing their own tents, tables, chairs, signage, etc. and are responsible for their own area during the Market and for cleanup. Tents must be secured with weights on all four corners as it does get windy. It is recommended to have at least 25lb weights on each leg of the tent.
- 11. Market vendors must clearly display signs that show the name of their farm/business, location, prices and participation in any Michigan assistance programs.
- 12. Electricity is limited. Please indicate if electricity is needed on the application and every effort will be made to accommodate. Generators are not allowed.
- 13. The Market will be held rain or shine. No refunds will be provided and any fees or expenses incurred by the vendor will not be reimbursed by the Chamber.
- 14. Attendance/Notification Policy:

- a. Attendance at the Market is extremely important to your customers, other vendors and the overall success of the Market. All vendors are expected to attend the Market for the dates they have applied.
 - b. Full Season and Daily Vendors are required to let the Market Manager know if they cannot attend a planned Market day. Advance notice is appreciated. Please text, phone or email the Market Manager by close of business on Tuesday, or as soon as possible in case of emergencies.
 - c. Failure to notify will result in a verbal and/or written warning. Daily Vendors are required to pay the \$25.00 daily booth fee for no-show/no-call days. Repeated no-show/no-call behavior may result in removal from the Market or changed to drop-in only.
15. Sampling is allowed if the samples are prepared in a commercial kitchen prior to the Market start time. Vendors may not make a product on site for sale or sampling unless proper licenses are obtained from the health department. Samples of fruits and vegetables should also be prepared off-site and brought to the Market ready for sampling.
16. All items offered for sale are subject to inspection by Federal, State or County officials as provided by law. The Chamber and/or Market Manager may inspect products at any time and has the right to visit any farm or kitchen.
17. Food Assistance Programs:
 - a. The Elk Rapids Area Chamber of Commerce is pursuing participation in Michigan Food Assistance Programs (i.e.: SNAP, Double Up Food Bucks, Project Fresh, Senior Fresh, etc.). More information will be provided prior to the start of the Market.
 - b. All required documents for assistance programs must be completed and signed prior to accepting and reimbursing these payments.
 - c. Participants in food assistance programs must have signage visible to customers at all times.
 - d. Do not accept assistance currencies if you are not approved to do so.
18. Community Booth – The Elk Rapids Area Chamber of Commerce will sponsor a Community Booth for 2025. The Community Booth will be utilized to provide educational / community programming at the Market. More information to come!
19. Marketing and Social Media – The Elk Rapids Area Chamber of Commerce will promote the Farmers Market through various means (signage, advertising and social

media). At times, photographs or videos may be used for advertising and social media purposes to promote the Market.

20. The Market is a smoke-free environment. Smoking is not allowed.

21. For the health and safety of vendors and customers, pets are not allowed in the Market. Registered and properly identified service dogs are allowed.

22. Violations of any of these guidelines may result in dismissal from the Market.

Please complete and return the Elk Rapids Farmers Market Application by April 15, 2025 to hold your spot (returning vendors) or to be considered for the 2025 season (new vendors). New vendors will be notified of acceptance by email. If space allows after such time, additional applications will be considered.