The purpose of the PFC Markets is to connect customers and market businesses through honest relationships & supporting community and local economies through a thriving market culture.

PFC Markets Team:
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The PFC Markets Team organizes and operates the following community markets:
**PFC Markets Rules**

A Vendor shall be 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 MI Cottage Food Law, handmade non-food items; distributing information; entertaining and providing services.

The Market Managers are employees of the PFC Natural Grocery and Deli, oversee operations of the following markets:

- Kalamazoo Farmers Market
- Portage Market

The Market Managers interpret and apply the rules to these operations.

**Conduct Guidelines:**

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.

**Steps for Becoming a Vendor at PFC Markets:**

1. Part 1: All interested Vendors must complete the Market Application with accurate information for the year in which the Vendor desires to participate.
2. Part 2: Identity Supporting Documents (outlined in Market Application) must be turned in to Market Managers via mail/ email before being accepted to PFC Markets.
3. Market Managers have the sole discretion in approving participants for all PFC Markets.
   a. The Market Managers will review applications and notify Vendors of whether or not they have been approved to participate at the PFC Markets.
   b. The Market Managers take multiple factors into consideration in approving participants, which includes, but is not limited to, the following:
      i. History of successful participation in the Kalamazoo Farmers Market, 100 Mile Market, Portage Market, or other PFC Markets.
      ii. Adherence to the Rules, cooperation with Market Managers, attendance, absence of Consumer complaints, timely payment of fees, and courteous conduct. NOTE: The Market Managers do not guarantee approval to a Vendor even if the Vendor has participated in PFC Markets in prior years. All unpaid balances must be paid in full prior to participating in PFC Markets again.
      iii. Unique or unusual products that enhance the overall cultural competency (relevance to the community) and diversity at the
market, without creating excessive supply as assessed by the Market Managers.
iv. Quality and origin of products (i.e., intentionally engaging Vendors from Edison Neighborhood, operating within 100 miles).
v. Space availability at PFC Markets.
vi. As of 2017, we do not allow new independent consultant businesses. For example, LulaRoe, Mary Kay, Tastefully Simple, etc.

Process for Accepted Vendors:

1. All Vendors must complete the Participation Agreement provided by Market Managers and return with stall payment before market participation.
2. Payment for Seasonal Vendors must be tendered to the Market Managers by May 1 of the year in which the vendor desires to participate.
3. The Market Managers have the authority to approve or deny any Vendor from participating in the market prior to fees payment.
4. All eligible vendors are encouraged to participate in our food assistance currency programs. All required documents must be signed prior to accepting these payments. Refer to Page 9 for more information.

Stall Assignments:

1. The available space shall be divided into stalls. Stalls may be rented for the season (Seasonal Vendor), or they may be rented on a daily basis (Daily Vendor). Space for both seasonal and daily Vendors is limited.
   a. Seasonal Vendor: Applications and Identity Supporting Documents are due by April 1 of the year in which the vendor desires to participate. Participation Agreements and payment are due by May 1 of the year in which the vendor desires to participate.
   b. Daily Vendor: Applications and signed Participation Agreements are due prior to market participation. Daily Vendors will be assigned a temporary stall on a scheduled day that works for the best interest of the market. Payment will be due during market days near the half-day hour.
   c. There shall be no refunds for seasonal or daily participation payments.
2. No Vendors shall be permitted on the Market except in the stalls or spaces assigned by Market Manager and paid for.
   a. Each stall will be defined with painted lines or as defined by the Market Managers.
   b. Both Seasonal and Daily stalls will be assigned by the Market Managers. Vendors wanting to share a stall must be approved by the Market Managers. Both vendors must have an application on file, and no more than two Vendors may share one stall.
   c. The stall space may be used for the sale and displaying of goods or storage of back stock.
i. No products may be displayed beyond the defined limits of the space.

ii. No goods for sale shall be displayed or stored less than 6 inches from the ground.

d. Hawking (the calling out to market customers) for the purpose of selling or promoting a vendor’s product or luring customers away from another Vendor will not be tolerated under any circumstances.

e. Active food sampling may occur within the immediate vicinity of the assigned stall space. All sampling must follow MDARD’s “Guidelines for Providing Safe Food Samples”. Refer to Page 11 for more information.

f. No buildings, sheds, tables, tents, or offices shall be placed on the public market unless approved by the Market Managers.

g. All approved canopies or pop-up tents must be weighted down with at least 25 pounds per tent post. Failure to do so may result in forfeiture of stall. The market does not have supplies available for rent.

h. Unless a Vendor’s assigned space includes parking, all vehicles must be parked in the outer parking lots in order to ensure adequate, close, parking for customers. Please refer to Page 13 for a map.

**Attendance and No Show Policy:**

When possible, all cancellations should be made 48 hours before the market you attend opens. Unless alternative arrangements have been made, you must call or text the Market Managers when you will be late, or your stall may be forfeited for the day or season. If you do not notify Market Managers of cancellation and fail to attend market without notice, you will be considered a “no show”. Failure to notify Market Managers will result in:

1. 1st no show: Verbal Warning, and a notice in file
2. 2nd no show: Written Warning, and a notice in file
3. 3rd no show: Market Managers will issue a written letter excluding the Vendor from further participation at PFC Markets

**Products Allowed**

Products allowed for sale at the market include but are not limited to: fresh fruit and vegetables, herbs, plants, flowers, honey and maple syrup, fresh cider, Michigan made wines, cheese, eggs, poultry and meat products, prepared food or drinks, or handmade non-food items.

1. Vendor shall bear sole responsibility and liability for any of their items sold at the market. The PFC assumes no responsibility and shall not be liable for any damage or injury. NOTE: The Market Managers encourage all participating Vendors to carry liability insurance for their products, business or enterprise.

2. All products for sale must have their price displayed, clearly and at all times.
3. All sales by weight or measure shall be weighed on scales or measured in containers approved by the Inspector of Weights, Scales, and Measures, Michigan Department of Agriculture.

4. All items offered for sale on the market shall be subject to inspection by State, Country, and/or Federal officials as provided by law.

5. Any vendor selling prepared, processed or edible foods must provide Market Managers with a copy of MDARD license or a copy of the MI Cottage Food Label for all required products.

6. Vendors participating in any and all PFC Markets shall sell in quantities as small as requested by the purchaser, and is readily or safely available.

7. 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 any and all PFC Markets.

8. The Market Managers strive to provide clear information about methods and practices involved in growing, producing, or crafting products. We ask that Vendors be prepared to provide this product information to customers and Market Managers as requested.

9. 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.

10. 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, a State Certificate of Registration must be displayed and Market Managers must be provided a copy of Certificate.

11. All new products not listed on the Vendor’s original application must be pre-approved with the Market Managers to ensure product diversity and proper licensing and labeling.

**Vendor Identification**

All businesses must display their market identification sign.

1. Either: Grower, Producer, Retailer, or Artisan. NOTE: Signs for this purpose will be furnished by Market Managers.
   a. Grower- 80% or more of market income is the result of sales of products grown by their business.
   b. Producer- 80% or more of market income is the result of sales of prepared food or drink, value-added products, MI Cottage Food eligible products, or processed goods resulting from animals raised by their business.
   c. Retailer- 20% or more of market income is the result of sales of products grown or produced by another business.
   d. Artisan- handcrafted, non-edible products that are locally made and designed by the business owner and/or their employees.

2. The name of each Vendor must be posted above their stall. NOTE: Signs for this purpose will not be furnished by the Market Managers.
**Site Cleanliness Rules:**

Each and every Vendor shall remove any and all debris caused by the operation of his or her participation from the stall and immediate surrounding site.

1. Landfill, Recycling, and Compost shall be placed in the appropriate waste receptacles provided for by the Market Managers. Please put your waste in the correct dumpsters. Aisle receptacles are for customers only.
2. Each and every Vendor shall also insure that proper control is exercised to eliminate paper and debris from blowing off their stall table onto market grounds.
3. All seller items must be weighted to withstand adverse weather conditions.
4. All single-use service ware must not be made of Styrofoam. Compostable materials are highly encouraged for all prepared food vendors.

**Enforcement and Disputes:**

The Market Managers shall be charged with the responsibility of interpreting and enforcing these rules and maintaining order at the market.

1. If any Vendor or person violates these rules or creates a disturbance which interferes with the operation of the market or the Vendors’ orderly conduct of business, the Market Manager may order such person or persons from the premises.
   a. Any person who remains after being ordered to leave will be considered to be trespassing.
   b. Any Vendor who is ordered to leave and does not do so will be immediately excluded from further participation at the market.
   c. There will be no refunds for paid fees.
2. Should the Market Managers find it necessary to take action to enforce these rules, the Market Managers shall make a written report, describing the incident and the action taken.
   a. The Market Managers will issue and document one written warning, should a violation of these rules occur.
   b. Should a second violation occur, the Market Managers will issue a written letter excluding the Vendor from further participation at PFC Markets.
3. A Vendor may request the Market Managers and Advisory Board to reinstate him or her or their business.
   a. A grievance process exists to allow Vendors to contest action taken by the Market Managers and will be reviewed by the PFC Markets Advisory Board.
   b. An outline of the process will be provided upon request.
4. After reviewing the matter, the Market Managers may reinstate the Vendor or continue to exclude the Vendor from further participation at the market.
5. If an issue cannot be resolved using the above guidelines, the Market Managers have authority to make the ultimate decision.
Other PFC Markets Limits:

1. No Vendor shall use the public market as a headquarters for conducting general business.
2. No Vendor shall use the market telephone number, address, or website URL as their business, mailing, or Internet point of contact.
3. Dogs and smoking are prohibited for both Vendors and Customers in PFC Markets.

Market Hours and Costs

Kalamazoo Farmers Market

Saturdays - May through November, 7:00 am to 2:00 pm
Tuesdays and Thursdays, - June through October, 7:00 am to 2:00 pm
Night Markets- Third Thursdays, June through September, 6:00 pm to 10:00 pm

Seasonal Stall Rentals (Night Markets not included):
*price includes Tuesday/Thursday market days

1. $650- Pavilion stall and table with adjacent parking*. Up to 9.75 ft of aisle frontage, 87.75 sq ft of covered space for merchandising or storing products, or parking your vehicle. Arrive up until 7:00 am; depart at 2:00 pm.
2. $500 - Pavilion stall and table*. Up to 9.75 ft of aisle frontage, 87.75 sq ft of covered space for merchandising or storing products. Vehicle parked in location assigned by Market Managers. Arrive up until 6:30 am; depart at 2:00 pm.
3. $425- 10’ x 10’ Courtyard space, Food Trucks or Carts*. Up to 10 ft of aisle frontage, 81 sq ft of space for merchandising or storing products. Vendors will need to supply own tables, shade and weights. Vehicle parked in location assigned by Market Managers. Arrive at 6:30 am; depart at 2:00 pm.
4. $250- Tuesday/Thursday only. Pavilion stall and table with adjacent parking* . Up to 9.75 ft of aisle frontage, 87.75 sq ft of covered space for merchandising or storing products, or parking your vehicle. Arrive up until 7:00 am; depart at 2:00 pm.

Daily Vendor Stall Rentals:

1. $40- Saturdays
2. $15 - Tuesday and Thursday
3. Daily Vendor participation is limited and will be assigned and scheduled by the Market Managers. Vendors should plan on being placed in the courtyard and providing their own tent, table, and weights.

Night Markets:

1. $125- includes an assigned stall for all Night Market events
2. $40 - participation in one Night Market
3. Arrive up until 5:30 pm and depart at 10:00 pm

**Portage Market**

Sundays - May through October, 10:00 am to 2:00 pm
Second Sundays - November through April, 10:00 am to 2:00 pm

Seasonal Stall Rentals:

1. **$450 - 10' x 10' Courtyard space, Food Trucks or Carts.** Up to 10 ft of aisle frontage, 81 sq ft of space for merchandising or storing products. Vendors will need to supply own tables, shade and weights. Vehicle parked in specific location assigned by Market Managers. Arrive up until 9:30; depart at 2:00 pm.

Daily Vendor Stall Rentals:

1. **$25 - May through October**
2. **$12 - November through April**
3. Daily Vendor participation is limited and will be assigned and scheduled by the Market Managers. Vendors should plan on providing their own tent, table, and weights.

**Local Global Market** at Western Michigan University

Wednesdays- September 13 through October 25, 10:00 am to 2:00 pm

Daily Vendor Stall Rental:

1. **$15 - Vendors should plan on providing their own tent, table, and weights. A parking pass will be provided by Market Managers.**

**Payment Options**

1. Seasonal Vendor payment is due in full by May 1.
2. Payment plans are available for Seasonal Vendors who have signed a participation agreement. Under a plan, 25% is due by May 1 with weekly payments to be paid in full by August 1. A $25 invoicing fee will be charged each month for late payments.
3. Daily Vendor payments are due on participating market days.
PFC Markets Guidelines

Alternative Currencies

PFC Markets uses multiple different currencies in order to provide increased food access for all. We encourage all eligible vendors to participate in these programs to provide access to those of lower incomes and increase sales for our vendors.

The market office is in the center of the market, and that is where customers can use their Bridge Card or credit cards in exchange for tokens or market bucks. You will reimburse these currencies here as well. All participating Vendors will receive signage from the market. Please keep your signs up on every market. All documentation for accepting these currencies must be signed at time of acceptance.

**EBT/SNAP:** Available in $1 increments only. Each market has a different token, and those tokens can only be used at the market they are purchased at. You cannot accept tokens from another market, and that includes those between Kalamazoo and Portage as well. You cannot give change for tokens.

What can they buy? Foods you can eat!

- Breads
- Dairy Products
- Fruits and Vegetables
- Jams, Sauces, and Seasonings
- Maple Syrup and Honey
- Meats, Fish, and Poultry
- Seeds and plants that produce food the household can eat

What can they not buy?

- Non-food items
- Prepared foods eaten on-site
- Medicines and Vitamins
- Pet Foods

**Double Up Food Bucks:** Available in $2 increments only. Bridge Card customers can match up to $20 per market day, so if they swipe their card for $20, they will end up with $40 to spend on market. These tokens are silver, and can be used at any participating market in Michigan. You cannot give change for DUFB.
What can they buy?

- Michigan grown fruits and vegetables ONLY

**WIC PROJECT FRESH:** WIC is a United States Department of Agriculture Food and Nutrition Service program that provides clients with fresh, unprepared, locally grown fruits and vegetables. WIC coupons are worth $5.00 each, they must be signed by the customer, and no change can be given.

What can they buy?

- Michigan grown fruits and vegetables ONLY

**SENIOR PROJECT FRESH:** Senior Fresh is a United States Department of Agriculture Food and Nutrition Service program that provides seniors with fresh, unprepared, locally grown fruits and vegetables. Senior coupons are worth $2.00 each, they must be signed by the customer, and no change can be given.

What can they buy?

- Michigan grown fruits and vegetables
- Honey

**MARKET BUCKS:** Customers can use their credit or debit cards at the market office in exchange for Market Bucks. They come in increments of $1 and $5, and you can give change for them.

**REIMBURSEMENT:** You can submit tokens to market staff at the beginning or end of the day. Checks are written every week and distributed on market the following Saturday or Sunday. All tokens and tickets must be turned into the office weekly. We will not accept tokens from other markets, and will not reimburse currencies that you are not eligible for.

*Note: We charge a 2% fee on all alternative currency redemptions to cover our bookkeeping costs. Many markets in Michigan operate similarly, and based off of market studies it’s been found that it actually costs about 17% to run these programs.*

**HOOPHOUSES FOR HEALTH (HHH):** HHH provides participating farmers with funding to build a hoophouse. This program is only available to those who participate in the program through MIFMA. The market does not redeem vouchers from HHH.
Sampling Guidelines

All food vendors at farmers markets can provide bite-sized samples of products they sell without additional licensing. In general, best practice is to prepare samples in a licensed kitchen prior to attending market, and store each individually portioned (toothpicks, single serve cups) in a covered tray.

Please refer to https://www.michigan.gov/documents/mda/MDA_FdSmplngFarmMkts5-09_279110_7.pdf if you intend to provide samples on market.

Cottage Food Law and Labels

The Cottage Food Law exempts a business from the licensing and inspection provisions of the Michigan Food Law.

All Cottage Food products require labels. The following is necessary:

1. Name and physical address of the Cottage Food operation (You must use the physical address of your home kitchen; Post Office Box addresses are not adequate).
2. Name of the Cottage Food product (All capital letters or upper/lower case are both acceptable).
3. The ingredients of the Cottage Food product, in descending order of predominance by weight. If you use a prepared item in your recipe, you must list the sub ingredients as well. For example: soy sauce is not acceptable, soy sauce (wheat, soybeans, salt) would be acceptable, please see the label below for further examples.
4. The net weight or net volume of the Cottage Food product (must also include the metric equivalent - conversion charts are available online).
5. Allergen labeling as specified in federal labeling requirements.
6. The following statement: "Made in a home kitchen that has not been inspected by the Michigan Department of Agriculture & Rural Development" in at least the equivalent of 11 point font (about 1/8" tall) and in a color that provides a clear contrast to the background (All capital letters or upper/lower case are both acceptable).

Hand-printed labels are acceptable if clear and in equal font size as listed above.

Example from MDARD:

MADE IN A HOME KITCHEN THAT HAS NOT BEEN INSPECTED BY THE MICHIGAN DEPARTMENT OF AGRICULTURE & RURAL DEVELOPMENT
Chocolate Chip Cookie
Artie Pinkster  
123 Foodstuff Lane  
Casserole City, MI 82682

Ingredients: Enriched flour (Wheat flour, niacin, reduced iron, thiamine, mononitrate, riboflavin and folic acid), butter (milk, salt), chocolate chips (sugar, chocolate liquor, cocoa butter, butterfat (milk), Soy lecithin as an emulsifier), walnuts, sugar, eggs, salt, artificial vanilla extract, baking soda  
Contains: wheat, eggs, milk, soy, walnuts  
Net Wt. 3 oz (85.05 g)

Please refer to MDARD’s webiste for additional information and requirements:  
http://www.michigan.gov/mdard/0,4610,7-125-50772_45851-240577--.00.html.

Social Media 101

Both markets have active Facebook and Instagram accounts. Having a media presence is one of the easiest ways to communicate with customers on a daily or weekly basis. If you have your own pages, make sure to tag the markets and your location so that customers can easily find us and receive general PFC Markets information. We try to tag your businesses as well in our posts!

Facebook: @Kalamazoo Farmers Market, @Portage Market  
Instagram: @kalamazoomarket, @portagemarket  
Twitter: @kalamazoomarket  
Hashtags: #kalamazoomarket, #portagemarket

Hashtag tips: only tag things you would be searching for.  
EX) use #farmersmarket #beautifulday and not #itsabeautifulmorningatthefarmersmarket.  
To gain attention in our area, put in your location and add something specific like #discoverkzoo #kalamazoo #swmichigan #michiganag #farmersmarketmi

Location: it’s also helpful to tag your location, which is possible on both Facebook and Instagram. Look for Kalamazoo Farmers Market and Portage Market.
Vendors on the North half of the market can park in either the Upjohn Park and Kik Pool lot, or the one across the railroad tracks off of Lake Street. Vendors on the South side of the market can park in the lot off of Bank Street, pictured on the very bottom of this map.