



THE FARMER'S HAND

2016 Market Handbook

Welcome Local Growers – Artisan Maker/Producers & The Farmer's Hand Team Members!

Thank you for taking the time to review our Market Handbook in preparation to apply for and supply to our market! It is our goal at The Farmer's Hand to form honest and transparent working relationships with our staff and market partners, and our intent is for this Handbook to be mutually beneficial to all. The Handbook will help you determine if we are a good match for your business. It will also communicate the relationships and operations that help sustain us to all of our community at The Farmer's Hand including our partners, team members and customers. This and other partner documents can always be accessed in our market or online at <http://www.thefarmershand.com/marketpartners/>

Once you have reviewed this document please submit your application to supply the market as soon as possible. We plan to accept a limited number of producers in each store mix category (vegetables, fruits, meat, dairy, grains, artisanal foods, ready-to-eat and non-perishables). Selections will be made on a rolling basis, and will be based on the product mix needed for store, quality, and variety of product, as well as a preference for geographic proximity, sustainability and commitment to early and late season production.

The Farmer's Hand
1701 Trumbull Ave.
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Co-Founders, The Farmer's Hand

Please visit our [website](#) for more on who we are, our mission & some of our current partners.

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MARKET POLICIES AND PROCEDURES

Market Hours

The Farmers Hand is an everyday, year round farmer's market. Our hours are Tuesday – Friday 10am-7pm and Saturday, Sunday, Monday 10am-5pm.

Organizational Structure

The Farmer's Hand is a (woman owned!) member-managed Michigan limited liability company.

Motto

All Honest – All Local

Our Mission

To provide 100% locally grown and produced goods, all the time and year round.

To define "local" by Michigan grown and produced only, and provide goods that are grown and produced within Detroit's city limits whenever possible.

To remain committed to giving growers and producers an accessible and convenient venue to sell their products while also retaining their identity.

To empower consumers by providing greater access to local products, health and wellness education, and a heightened sense of connectedness to their food source, as well as to each other.

To guarantee all of our food partners meet our standards for quality, safety and sustainability.

To bring authenticity to everything we do including—but not limited to—our food, service and bottom line business practices.

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Who's at The Farmers Hand?

Kiki Louya – Co-founder & Market Product Manager

The Product Manager oversees the daily operations of the market side of The Farmers Hand during their scheduled shifts and manages producers and deliveries, inventory and waste, market training and protocol, daily processes, storage and display of produce, as well as fielding general questions.

Rohani Foulkes – Co-founder & Market Café Manager

Our Market Café Manager oversees the daily operations of The Farmers Hand during their scheduled shifts and acts as the point person for oversight of producers and deliveries, cafe operations and protocol, food handling and service, daily processes and inventory as well as fielding general questions.

Crew

Our team members are passionate and deeply committed to Detroit & our local food community. Our top priority is to grow and connect our local food producers to Detroit by providing a great customer service experience for our customers, our producers, and the community. So, it is important that our team members exhibit efficiency, adaptability, kindness, and passion.

Customers

If you live, work, grow in, read about, hear about, or know anything about Detroit, you know that our social fabric is dynamic and growing. At The Farmer's Hand, we make it our business to build relationships and know our community of customers. Our customers are young and old, teaching, learning, working and raising families. They are generational and new. Together, we are a community. And, The Farmers Hand is a neighborhood platform for purchasing 100% locally grown and produced meat, dairy and dried goods, every day and year-round in our community. Additionally, we aim to give farmers and producers an accessible and convenient venue to sell their products and retain their farm's identity.

A quick note, our community believes that all worker, in our case along our local food supply chain, should be compensated fairly, beyond simply working for tips. While we will happily accept gratuities for great service and food, please note that all of our employees are paid an above minimum living wage, and all tips are split evenly throughout the staff, front and back of house. A portion of our tips are donated to a staff-selected, Detroit-based charity each month. NON-DISCRIMINATION: The Farmers Hand and its vendors shall not discriminate against any worker, employee or applicant or any member of the public with respect to race, color, religion, national origin, gender or sexual orientation, age, veteran status, marital status, handicap or any other status or condition protected by Federal or state law, except where a bona fide occupational qualification exists. Violation of anti-discrimination laws or behavior deemed to violate such laws may result in eviction from The Farmers Hand with no refund of fees or rents paid.

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HOW TO BECOME A VENDOR AT THE FARMERS HAND?

Thank you for your interest in selling at The Farmers Hand. Before you proceed, here are a few steps to becoming a vendor partner:

1. **READ THE VENDOR HANDBOOK:** This handbook will tell you everything you need to know about selling at Eastern Market and help you determine if we are the right fit for you. Please take special note of the multiple market days: Saturday, Sunday, Tuesday, and Wholesale.

2. **COMPLETE & SUBMIT VENDOR APPLICATION:** We encourage you to support your application with supplemental materials such as photographs, copies of promotional materials, or samples (when appropriate).

3. **WAIT WITH PATIENCE:** There is a very high demand for space at The Farmers Hand. Please be patient as we review your application and determine if your proposed specialty will complement our market mix.

4. **MEET WITH US:** If we are interested in your product (i.e., if it is a product we are missing or think would add diversity to our market mix) we will set up a meeting with you. With our goal of providing farm fresh and wholesome food to all, we are always looking for new farmers and food producers! At this meeting we will go over additional requirements including insurance, licensing, and sampling regulations.

If we do not have space for your proposed specialty, we will let you know via mailed letter or email. We will keep your application on file for 12 months should space become available. We encourage all vendors to re-apply each winter to begin selling in our April 1 lease-year.

Again, thank you for your interest, and we look forward to reviewing your application!

Please Note: We are always accepting applications from farmers & growers. If you are a Michigan or regional farmer, we encourage you to submit an application at any time.

VENDOR CATEGORIES/DEFINITIONS

What do we offer to you as a vendor?

We are a direct-to-consumer market for local producers (vegetables/fruit, meats, baked goods and dairy as well as food artisans). We are a member of the Michigan Farmer's Market Association (MIFMA). We make it easy to buy local, with convenient daily access to a wide variety of local-only food. We make it easy for our farmers and producers to get to their customers! We are open every day. We operate year-round, encouraging our farmers and producers and producers to find ways to extend the growing season. We provide local producers with a new and different way to sell their products, allowing them to sustain and expand their businesses. Products are owned and priced by the producer (no brokers or intermediaries allowed) so customers know where their food and wares come from, with 70% of the selling price goes back to the producer where it belongs. We enable customers to buy from multiple farmers and producers and producers in a single easy transaction. You'll find your favorite farmer's goods clearly identified. You'll find new products you're not familiar with. Products will change with the seasons. We are a member-managed Michigan limited liability company working to improve small farm viability and increase community access to local food. We are also a gathering place for people who care about local food.

A vendor is an individual or business that rents space. Our Market partners with small to mid-sized family growers and producers whose principal operator/s primary income is derived from their growing and producing occupation. All of our partners use environmentally conscious practices and our value added producers use locally sourced goods in the development of prepared goods. Retail space will be given on a preferential basis to Metro Detroit partners able to meet market demand. The Farmers Hand currently partners in the following categories and reserves the right to limit the number of vendors and/or space leased in each category;

Our PARTNER categories

Growers

Our Market partners with small to mid-sized family growers and producers whose principal operator/s primary income is derived from their growing and producing occupation. All of our partners use environmentally conscious practices and our value added producers use locally sourced goods in the development of prepared goods. Retail space will be given on a preferential basis to Metro Detroit partners able to meet market demand.

Artisan Makers & Producers

Like our growers and producers, our artisan partners are independent artists who create their own works and whose operator/s primary income is derived from their artisan occupation. Where possible and reasonable these partners use environmentally conscious practices and locally sourced goods in the development of their wares. Artisan partnerships will be given on a preferential basis to Metro Detroit partners able to meet event demand.

Entertainment Educational Activities and Pop-ups

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The Farmers Hand will accommodate special events such as private gatherings, pop-ups and educational workshops. These events will be private one-time gatherings as well as recurring collaborations with our partners and complimentary small business owners.

Food Truck and Culinary Pop-up Partnerships

Like our Growers and Producers, our special event culinary partners will be independently owned operator/s. All of our partners use environmentally conscious practices and locally sourced product as much as reasonable in the development of prepared foods. Event partnerships will be given on a preferential basis to Metro Detroit partners able to meet event demand.

How to apply to sell your products at The Farmers Hand

1. Read our Partner Handbook- PDF available at the link below.
2. Submit a completed Producer Application - PDF available in market or at <http://www.thefarmershand.com/marketpartners/>
3. Provide copies of any required licenses or certificates for your product (e.g. MDA, USDA)
4. We may ask for more information and/or visit your farm/facility/studio

General Information

The essential purpose of The Farmers Hand is to provide a marketplace to connect producers and consumers of local products. At no time does The Farmers Hand have title to any of the producer's products. The producer owns the producer's products that go through our market place until they are sold to consumers.

Product Deliveries: Produce deliveries can be made to the store any time The Farmers Hand is open for business. Arrangements can be made for deliveries that need to be made outside of the normal operating hours. When leaving deliveries, please complete a **Delivery Receipt Form**, which lists quantities of items delivered, and have it initialed by staff. Also note on the form any returns that are being picked up. All produce and goods must be delivered clean (washed) and ready for sale.

Pricing & Bar Code Labels: **Producers set the prices of their products.** The Farmers Hand tracks sales through the use of barcode labels. To ensure that producers are paid for their sales, each item must be properly labeled. The barcoding formats range from minimal detail (just identifying the producer, with a handwritten price on each label) to very detailed (separate barcode numbers for different items with the price per unit or price per weight included). The Farmers Hand will enter this information into the point of sale system, and prepare bar codes for each item. Producers can change pricing by informing The Farmers Hand. When changing prices email is preferred or can be communicated at time of delivery as marked on invoice. The Farmers Hand will provide more barcode details to each vendor upon acceptance to The Farmers Hand.

Storage and replenishment: **Producers need to provide a sufficient supply to match demand through deliveries at least once per week for perishable items, and as needed for non-perishable items.** The store has limited cooler and dry storage space for producers to store inventory. Staff can restock retail displays using inventory in storage between deliveries. All inventory stored at The Farmers Hand must be labeled with bar coded stickers, and ready for sale.

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Removal of product from The Farmers Hand and disposal: The goal of The Farmers Hand is to maintain fresh, appealing products for the customer. Any unsuitable, spoiled, or damaged product will be immediately removed from The Farmers Hand and disposed of. Producers will be notified if/why this occurred.

Sales: The point of sale system will track sales by product for each producer. The Farmers Hand will collect sales tax on taxable items, and remit sales taxes to the State of Michigan. Each producer will be provided with sales data, in order to know what has sold, and to know when to restock.

Missing products: The Farmers Hand works to track and protect all products while they are at the store. However, ultimately products are left in the store at the producer's own risk. Discrepancies in inventory may be taken up with market management and will be handled on a case by case basis.

Customer satisfaction & returns: The goal of The Farmers Hand is 100% customer satisfaction. Therefore we will accept all customer returns on food items for refund or replacement. Producers will be notified about customer complaints. In the case of returns, any refunded amounts will be deducted from the producer's future sales.

Producer Payments: **The Farmers Hand will pay producers twice per month at a rate of 70% of the sales revenue for products sold.** This percentage was selected to maximize producer payments while also supporting break even operations (rent, payroll, utilities, etc.), and will be reviewed and revised periodically. Unsold products remain the property of the seller.

Producer Displays: Our goal is to provide you with display units that show off your product and preserve it professionally. Producers can request the number and type of retail display units they would like to rent for \$5/month each in the **Producer Application**. The following display unit types are available:

- _____ refrigerated produce (approximately 1' x 1')
- _____ refrigerated dairy (approximately 2' x 2')
- _____ freezer (approximately 1' x 1')
- _____ non-refrigerated produce (approximately 1' x 1')
- _____ non-refrigerated non-produce (approximately 1' x 1' of shelving)

Approval of the retail display unit requests will be based on the capacity available in The Farmers Hand and the optimal mix of products needed to create the best customer experience.

Within The Farmers Hand, the location of displays will be managed based on the season and the types of products available for sale. Producers can work with The Farmers Hand management on the display of their products. Please note that displays are not permanent and may be moved throughout The Farmers Hand as needed.

Producer Signage: Telling each producer's story is important. Customers are seeking direct connections with producers and would like to know how and where their food is produced. These kinds of connections will carry forward and drive customer choice decisions. The Farmers Hand will work with producers and use the information provided on the application form to create signage that sells product and educates the customer about each producer and the benefits of buying local.

Product Guidelines

All products must be locally sourced: All products must be grown, raised, or produced by the applicant in Michigan. Resale of products is strictly prohibited.

- For value-added or manufactured products, ingredients will be considered local if they are grown or raised in Michigan. The majority (by weight) of ingredients in any product must be local.
- If dairy is the primary ingredient (such as ice cream, cheese, cheesecakes), it should be sourced from Michigan-based dairies.
- Meat products used as ingredients should be sourced locally and the origin (farm) identified on the producer's application and label.

Produce: Organic and other sustainable growing practices are encouraged. The Farmers Hand producers must disclose their production practices, and we accept produce grown in any of the four categories below. Produce grown from genetically modified (GM) seed may not be sold at The Farmers Hand. :

- **Certified Organic:** Certified Organic sellers integrate cultural, biological, and mechanical practices that foster cycling of resources, promote ecological balance, and conserve biodiversity. Certified Organic sellers do not use synthetic fertilizers or pesticides except for those approved by the OMRI (Organic Materials Review Institute). Organic sellers are periodically inspected to be sure that they are complying with the organic standards set by USDA. Uncertified sellers may not use the term "organic". For more info visit: <http://www.ams.usda.gov/AMSV1.0/NOP>
- **Organic Practices (for uncertified farms)**
Producers not certified organic but using organic/all natural farming practices must outline these how their current practices apply to current USDA organic regulations. USDA organic regulations describe organic agriculture as the application of a set of cultural, biological, and mechanical practices that support the cycling of on-farm resources, promote ecological balance, and conserve biodiversity. These include maintaining or enhancing soil and water quality; conserving wetlands, woodlands, and wildlife; and avoiding use of synthetic fertilizers, sewage sludge, irradiation, and genetic engineering.
Organic producers use natural processes and materials when developing farming systems—these contribute to soil, crop and livestock nutrition, pest and weed management, attainment of production goals, and conservation of biological diversity. For more info visit:
<http://www.ams.usda.gov/sites/default/files/media/Organic%20Practices%20Factsheet.pdf>
- **All Natural* (for uncertified farms)**

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All Natural sellers integrate cultural, biological, and mechanical practices that foster cycling of resources, promote ecological balance, and conserve biodiversity. All Natural sellers do not use synthetic fertilizers or pesticides except for those approved by the OMRI (Organic Materials Review Institute).

- o *The term "All Natural" is not legally defined but is agreed upon by for the products sold at The Farmers Hand.
- **Integrated Pest Management:** IPM relies on a combination of common-sense practices to manage pest damage while reducing or eliminating the use of pesticides. IPM sellers may use practices like scouting and beneficial insects although at times the careful use of selective pesticides may be employed to prevent crop loss. For more info visit: <http://www.epa.gov/opp00001/factsheets/ipm.htm>
- **Environmentally Verified:** Environmentally verified sellers are farms which have been verified through the Michigan Agriculture Environmental Assurance Program, and employ the latest conservation and stewardship practices with the goal of minimal impact o our environment or produce.

Animal Products: including locally raised meat, poultry, dairy (milk, butter, cheese), and eggs may be sold through The Farmers Hand. Products from concentrated animal feeding operations (CAFO) as defined by the Michigan Department of Agriculture and products from animals treated with growth hormones, such as rBGH (Recombinant bovine growth hormone is a synthetic man-made hormone), may not be sold through The Farmers Hand. Routine use of antibiotics is discouraged. Pasture production when seasonally available is encouraged.

Bakery Products: Bakery producers must include a "baked on date" on all items. Producers are responsible for knowing the shelf life of their products. Producers can either make plans to check and maintain their inventory, or submit a clear weekly schedule to The Farmers Hand manager (e.g. deliver Wednesday am, reduce 50% Wednesday night, pull Thursday night).

Ready to Eat, Artisanal Foods and Other Value-Added Products: should be "made from scratch" using basic raw materials as ingredients and whenever reasonably possible use local Michigan ingredients. Exceptions include: grains (including flour, oats), sugar, coffee/tea, spices, real chocolate, oils, and nuts.

Licensing & Certification: All producers must comply with local, state and federal requirements regarding the production, labeling and sale of their products. The following are links to a collection of the most common permits and licenses required of market producers:

http://www.michigan.gov/mdard/0,4610,7-125-1569_16958_16974-11890--,00.html

<http://www.michigan.gov/statelicensesearch/0,4671,7-180-24786---,00.html>

<https://www.ams.usda.gov/services/auditing/gap-ghp/audit>

Additional Resources

http://www.michigan.gov/documents/mda/MDA_BuyingLocalFactSheetApr09_276147_7.pdf

National Food Safety Programs – a variety of produce safety information:

<http://www.cfsan.fda.gov/%7Edms/fs-toc.html>

Michigan Food and Farming Systems

<http://www.miffs.org>

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Michigan State University Extension:

<http://www.msue.msu.edu/portal>

USDA GAP and GHP Audit Verification Program:

<http://tinyurl.com/d3ch48>

MDA Buying Local Fact Sheet

http://www.michigan.gov/documents/mda/MDA_BuyingLocalFactSheetApr09_276147_7.pdf

Guideline Review These guidelines will be reviewed periodically and revised as needed. It is the responsibility of all market partners to ensure they maintain up to date liability insurance as well as current and up to date local, state and federal licensing and permitting and adhere to those requirements at all times.

Thank you for your interest, and we look forward to working with you!

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