



**City of Rogers Farmers Market**  
**Mike Bauer/Kristen Scott**  
22350 South Diamond Lake Road  
Rogers, MN 55374

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763-428-0974

## **Rogers Farmers Market Information and Vendor Guidelines – 2020 Season**

The Rogers Farmers Market is a market in which farmers, growers, artists, crafters, and select Rogers businesses sell their own products directly to the public, allowing consumers to have a direct relationship with the producer of the items they purchase. This market emphasizes diversity, quality, and freshness as well as community involvement.

**What: 2020 Rogers Farmers Market**

**When: Wednesday Afternoons June 10 – October 7, 3:00-6:30 pm**

**\*\*\*NO MARKET JULY 1\*\*\***

**Where: Downtown parking lot at 12724 Main Street, Rogers, MN 55374  
(Near the Veterans Memorial and Rogers Event Center)**

### **Application Information**

- Those wishing to participate in the market must complete a vendor application and return it, with the appropriate vendor fee and relevant license information, to the City of Rogers before the deadline listed on the application.

- The City of Rogers' Rogers Farmers Market Staff shall review all vendor applications. Staff may enlist the opinion of three returning vendors and has the responsibility to be fair in reviewing applications but may ultimately deny or approve a request based on available space at the market and the items a vendor offers. Returning vendors will be given preference.

### Fee Information

- The fee for the season is **\$100 for one stall** (One stall is approximately 12 feet wide by 24 feet deep) and **\$200 for two stalls** (about 24 x24'). **Due to COVID 19, Market fees will be due at the first meeting of the market. In the event of a shortened season, the prices will be prorated accordingly.**

### Market Goods Guidelines

**All produce sold at the Rogers Farmers Market must be grown and/or produced by the vendor within 50 miles of Rogers city limits. Please see the map on page 5.**

The following items are approved for sale:

- Vendor grown fresh fruits and vegetables
- Vendor grown herbs and spices
- Vendor produced farmstead products such as cheese, meats, fish, poultry, eggs, baked goods, canned goods, honey, maple syrup, and preserves if prepared and packaged per rules established by the MN Department of Agriculture.
- Vendor grown bedding plants, hanging, and potted plants, and cut flowers
- Vendor grew dried flowers or plants

Products *not* listed above must receive clearance from the Steering Committee and the Market Manager before the sale. These items include:

- Vendor handmade/homemade crafts
- Products purchased for resale at the market (These are generally not allowed, but exceptions may be made for products directly related to food, agriculture, wellness, and sustainability)

Other Guidelines:

- **Vendors may not sell any items not shown in their market application without prior approval by the Steering Committee and Market Manager.**
- Rogers Farmers Market reserves the right to ask a vendor to remove goods if it is not in accordance with these guidelines.
- All items must be prepared, displayed, and stored in accordance with the Minnesota Department of Agriculture, Minnesota Department of Health and Hennepin County Community Health Department guidelines.
- All producers of processed items (cheese, meats, jams, jellies, syrups, baked goods, etc.) are required to

adhere to all state and local laws pertaining to the production and selling of such products.

- Processed food items should be sold with a valid processing license or comply with Minnesota labeling law requirements.
- Produce sold as Certified Organic must have originated from an organic grown Certified Farm.
- Farmers/growers that are not Certified Organic can advertise or sell produce as "Chemical-Free" if they practice chemical-free farming.
- All items should be sold by bulk, bundle, or individual item. Items sold by weight units of measure require a Minnesota State Certified Scale.
- Market staff reserves the right to inspect crops and production areas at any time before or during the market season.

### Vendor Stall Guidelines

**A Rogers Farmers Market permit will be provided to each vendor. It must be visible in the stall at all times and is not transferable. This permit will state the *majority* of goods a vendor sells (i.e., vegetables, BBQ sauce). If a vendor is found selling a *majority* of goods outside of this permit, that vendor will be asked to remove said goods. The permit also indicates that the goods sold by vendor come directly from that vendor. If a vendor is found selling goods for or from another, non-indicated seller, that vendor will be asked to remove said goods.**

- Market staff has full authority to assign vendor stall space. Market staff has the authority to move and reassign stall space to enhance or facilitate Market operations.
- There will be stalls for approximately 20 vendors per week.
- One stall is approximately 12 feet by 24 feet; all items must be contained within the stall. Vendors may rent one or two stalls. Tables, tents, and canopies should be set up along the customer walkway border of your stall to allow for a uniform storefront for all vendors.
- Vendors are allowed only one vehicle in their assigned stall. Vehicles may also be parked in an adjacent lot.
- Vendors are responsible for providing all tables, canopies, and other items needed for their display.
- Tents and canopies must be weighted down.
- No stakes may be pounded into the tarmac.
- Limited electricity is available. **10amp shared circuits are \$25 for the season.**
- Stall space will be assigned to allow for the best product mix and traffic flow.
- Stall space is available to those actively engaged in producing accepted products. Accepted products are those listed in the Market Goods Guidelines section of this document.
- All displays must be neat and tasteful.
- All permits and licenses required by the City of Rogers, Hennepin County, the State of Minnesota, or the Federal Government are the sole responsibility of the vendors.

## General Market Guidelines

- Vendors may begin setting up at 2:00 pm but not before that time, on Market days. A Market Manager will be at the Market location at 2:00 pm to check in vendors, assign parking stalls, and assist vendors with any questions.
- The market will begin at precisely 3:00 pm. **No presales are allowed.** Failure to comply with the starting time will result in a \$20 fine mailed to you and/or loss of future selling privileges.
- Market vendors must be ready to start selling at 3:00 pm on Market days. The City of Rogers encourages vendors to be in place ½ hour before the market opens. Vendors must remain until the market closes.
- There will be no moving vehicles in the market area between 3:00 pm and 6:30 pm. *If you arrive after 3:00, you must park in an adjacent area and walk your merchandise and supplies (tents, tables, etc.) to and from your stall location.* Failure to comply with this regulation may result in a loss of future selling privileges.
- Failure to comply with the above General Market guidelines will result in vendor review by the Steering Committee, with sanctions up to and including forfeiture of assigned stall.
- Market will occur rain or shine. Market hours may be adjusted if threatening weather occurs. Please call the City of Rogers Weather Hotline at 763-428-0960 or contact the market manager for information.
- **Attendance, as indicated on the application, is required for all vendors.** If a vendor will not be able to attend, that vendor must contact the Market Manager or the appropriate Market staff to let them know.
- **If a vendor misses *three* days of market on which they indicated they would be in attendance on their application, they will be asked to forfeit their assigned stall and moved to give preference to vendors who attend regularly.**
- Any vendor who the Market staff feels is not complying with the Market rules may be asked to leave.
- The vendor, in turn, may petition to be re-accepted to the market if approved by the Market Manager.
- Alcoholic beverages, smoking, and pets are prohibited at the market.
- The general cleanliness of the Market area is everyone's responsibility. All vendors must keep their area neat while selling and make certain that the area is clean before leaving.
- All Market vendors should represent themselves in an appropriate manner, dress, and state of cleanliness. Shirts and shoes must be worn.
- Price, terms of sale, etc. are between buyer and seller only.
- All vendors agree to abide by fair business practices.
- Vendors must remove all trash from the market area by 7:00 pm This includes produce debris, bags and boxes as a result of their sales. Trash cans are provided only for incidental trash.
- Any required sales tax collections and remittances are the sole responsibility of the vendors.
- The City of Rogers is not liable for any injury, theft, or damage to either the buyer or seller, or their property, arising out of or pertaining to preparation for or participation in the Rogers Farmers Market; whether such injury, theft or damage occurred prior, during, or after the Rogers Farmers Market, seller further agrees to indemnify and hold the City of Rogers harmless for and against any claims for such injury, theft or damage.
- All vendors should carry their own general liability and product liability insurance, as the City does not provide this coverage.

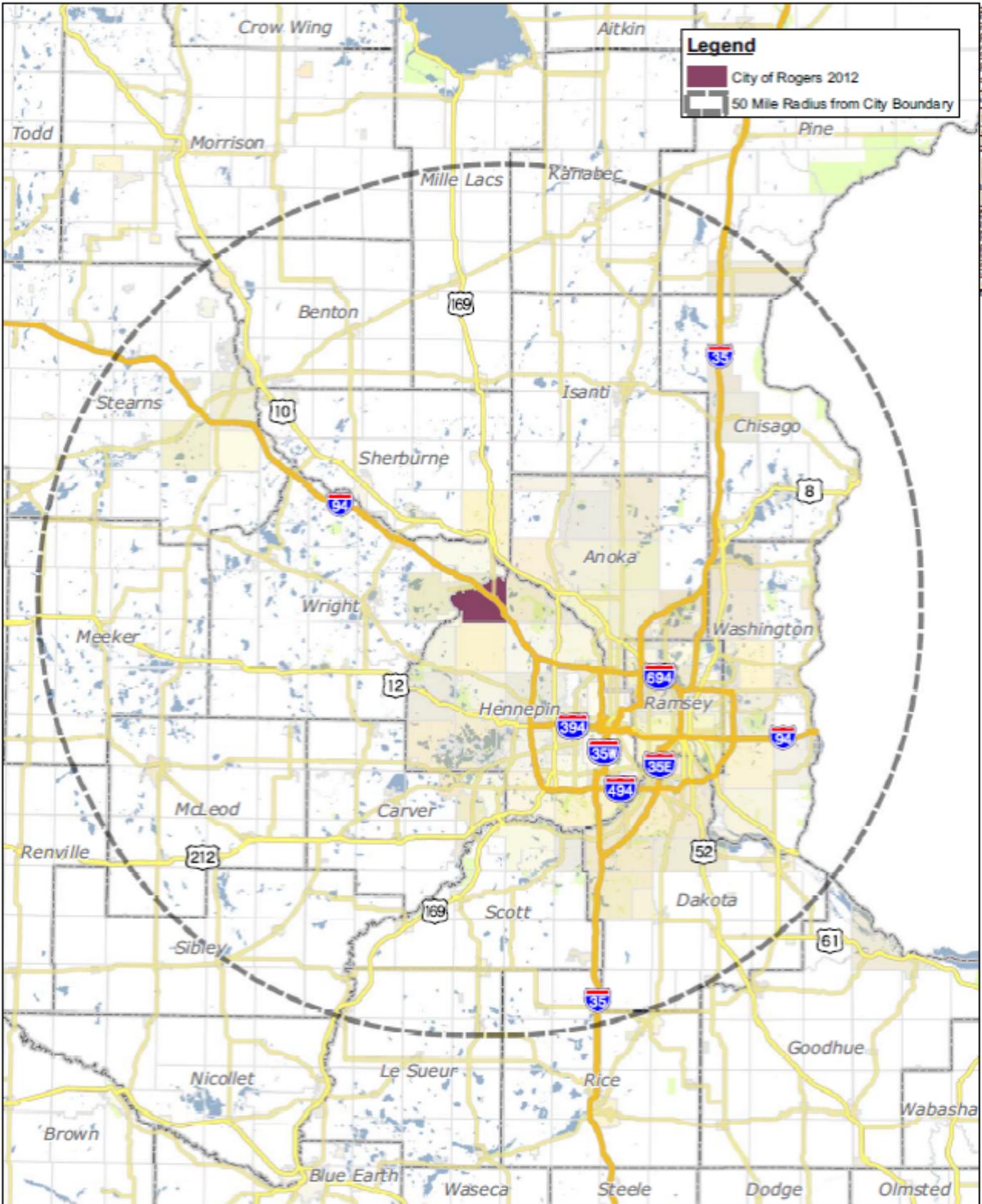
## **Resources**

MN Farmers' Market Association <http://www.mfma.org/>

MN Dept. of Agriculture, Dairy & Food Inspection Division <http://www.mda.state.mn.us/food.aspx>

Minnesota Grown Directory [www.minnesotagrown.com](http://www.minnesotagrown.com)

MN Office of the Revisor of Statutes Food Handlers Law [www.revisor.leg.state.mn.us](http://www.revisor.leg.state.mn.us)  
(Chapter 28, Subdiv. 15)





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**Mike Bauer/Kristen Scott**  
**22350 South Diamond Lake Road**  
**Rogers, MN 55374**

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## 2020 VENDOR APPLICATION

### VENDOR INFORMATION (Please complete ALL information)

Returning Vendor?    YES            NO

Business/Farm Name: \_\_\_\_\_

Primary Seller's Name: \_\_\_\_\_

City/State/Zip Code: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

Email Address: \_\_\_\_\_

Website: \_\_\_\_\_

Address where crops are grown or items are produced: \_\_\_\_\_

Can we distribute your phone number, website and/or email to customers requesting to contact you directly?

YES            NO            *\*Please indicate by circling above which information we can share.*

**MARKET GOODS INFORMATION**

Please list all items you will be selling at the Rogers Farmers Market  
(See Guidelines for information on Market Goods):

Majority of goods: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Other goods: \_\_\_\_\_  
\_\_\_\_\_

Do you grow or produce all items you intend to sell?    YES            NO

If no, please explain.

\_\_\_\_\_  
\_\_\_\_\_

Are you selling any processed food items requiring a license for the MN Department of Agriculture?    YES            NO

If yes, please include a copy of the relevant license.

Minnesota Sales Tax ID number (if applicable): \_\_\_\_\_

**MARKET INFORMATION**

Number of Market Stall(s) requested (One stall is approximately 12 feet wide by 24 feet deep)

\_\_\_\_\_ 1 (12'x24') \$100                      \_\_\_\_\_ 2 (24'x24') \$200

Please check all the dates you plan on attending: *(If you miss THREE dates that you otherwise indicated your attendance below, you will be asked to forfeit your assigned stall, as written in the Guidelines.)*

\_\_\_ June 10    \_\_\_ June 17    \_\_\_ June 24    NO MARKET July 1            \_\_\_ July 8  
\_\_\_ July 15    \_\_\_ July 22    \_\_\_ July 29    \_\_\_ Aug 5            \_\_\_ Aug 12    \_\_\_ Aug 19  
\_\_\_ Aug 26    \_\_\_ Sept 2    \_\_\_ Sep 9    \_\_\_ Sep 16            \_\_\_ Sep 23    \_\_\_ Sep 30  
\_\_\_ Oct 7

Please initial each statement:

\_\_\_\_\_ I hereby agree and promise to release, relinquish and waive any and all claims of any kind or character whatsoever that I may have or may acquire against the City of Rogers arising out of or pertaining in any way to this permit or operation of my business in conjunction therewith.

\_\_\_\_\_ I agree to indemnify and hold the City of Rogers harmless from and against any and all claims, demands, causes or actions, liabilities, costs, or expenses for damages, losses, injuries or death to persons, or damages or losses to property which may be imposed upon or incurred by or asserted against the City of Rogers and arise out of or pertain in any way to said permit or operation of my business in connection therewith.

\_\_\_\_\_ I understand that this Agreement is intended to and shall bar and prohibit any and all causes of action, claims, demands or litigation that I or any other party might assert against the City of Rogers relating to the permit; and I do so knowingly and willingly agree to it.

\_\_\_\_\_ I understand that it is recommended that I carry my own general liability and product liability insurance because the City of Rogers does not provide this coverage.

\_\_\_\_\_ I have read this Agreement carefully, agree with and understand all of the terms and conditions of this Agreement and agree to abide by all the City of Rogers Farmers' Market policies; I am satisfied with all the terms and conditions, and I sign this voluntarily and without any reservations.

Business/Farm Name: \_\_\_\_\_

Primary Seller's Printed Name: \_\_\_\_\_

Signature of Primary Seller: \_\_\_\_\_ Date: \_\_\_\_\_

Preference will be given to past participants in good standing with the market and vendors that will enhance the variety of the market.

Your application must be accompanied by full payment & applicable licenses. Applications and checks will be returned to all unaccepted applications.

**Mail complete application along with all relevant permits to:**

Parks and Recreation  
ATTN: Mike Bauer/Kristen Scott  
22350 South Diamond Lake Road  
Rogers, MN 55374

\$ \_\_\_\_\_ amount enclosed

Make Check payable to: City of Rogers

**Please return this application by Monday, May 1, 2020**