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# Vendor

HANDBOOK

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1069 MAIN STREET DUBUQUE IOWA 52001

 DBQFARMERSMARKET

 @DUBUQUEFARMERSMARKET

 [HTTPS://WWW.DUBUQUEFARMERSMARKET.ORG/](https://www.dubuquefarmersmarket.org/)

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## MARKET MISSION

The Dubuque Farmers' Market (DFM) exists to provide an open-air, outdoor market in downtown Dubuque for consumers to purchase a variety of local fresh food, flowers and locally crafted products directly from farmers, producers, crafters, and artisans.

## GOALS OF DUBUQUE FARMERS' MARKET

To promote the sale of locally produced food, flowers and the sale of hand-crafted products by vendors.

To increase access to healthy and nutritious food.

To enhance the quality of life by providing a venue that fosters community and social interaction, as well as cultural vibrancy and economic vitality.

To educate the community on the benefits of purchasing locally.

To know our local businesses and farmers.

This handbook has been produced by the members of the Dubuque Farmer's Market Committee.

## DUBUQUE FARMERS MARKET HANDBOOK

The committee and Dubuque Main Street Board reserve the right to change or adjust any policy in the handbook as necessary at any time in the market season. Such changes are effective immediately upon notification to vendors.

Vendors will be notified in writing via e-mail or U.S. Postal Service mail regarding any changes to policies in this handbook.

Violations of the policies contained in this handbook *could* result in the offending vendor's removal from the Dubuque Farmer's Market, as well as future Dubuque Farmer's Market seasons, plus, forfeiture of any stall rental fee previously paid by vendor for said season.

## MARKET CONTACT INFORMATION

The City of Dubuque has designated Dubuque Main Street to be the coordinating organization of the Dubuque Farmers' Market. Dubuque Main Street is a 501(c) 3 not-for-profit organization.

There will be no discrimination on the basis of race, color, creed, sex, religion, physical ability, sexual orientation, age, or nationality.

### MARKET STAFF

*Jo Lynn Pike*

*Taryn Kafer*

Josh Bennett, Tyler Pike,  
Ronda Brimeyer

Market Manager

On-Site Manager  
Marketing

On-Site Manager

Market Money Booth

### ADDRESS

Dubuque Main Street  
1069 Main Street  
Dubuque, IA 52001

### OFFICE PHONE

563.588.4400

### AFTER HOURS PHONE

Vendors experiencing issues on Friday after 5 p.m. or Saturday morning of markets may reach market staff outside of normal business hours at the following phone number:  
563.588.4400

### EMAIL

[jolynn@dubuquemainstreet.org](mailto:jolynn@dubuquemainstreet.org)

### WEBSITE

[www.dubuquefarmersmarket.org](http://www.dubuquefarmersmarket.org)

## MARKET HOURS & DAYS OF OPERATION

The DFM operates on Saturday's beginning in May through the end of October, for a total of 27 weeks, **Rain or Shine!**

### HOURS OF OPERATIONS

May through September 7:00 a.m. until 12:00 p.m.

October 8:00 a.m. until 12:00 p.m.

**Vendors are required to stay for the entirety of the market (7:00 a.m. - 12:00 p.m., May through September; 8:00 a.m.- 12:00 p.m. October)**

Vendors abide by and comply with the hours of operations as prescribed.

## MARKET LOCATION

The DFM is located on Iowa Street, from 10th Street to just past 13th Street; between Central Avenue and Main Street; and includes the parking lot with electrical capacity, south of City Hall on Central Avenue.

### Alternative Market Locations

For applicants who previously participated: DFM does not guarantee stall location or amount of space will be the same as the previous season. The stall location and amount of space leased to vendors is based on many factors & criteria, including (but not limited to): the needs of the Farmers' Market (such as pedestrian walkways, vendor & product mix and City requirements), specific set up needs for the vendor, previous use of space by the vendor, and local construction or similar street disruptions. Alternative locations may be necessary to allow for continued vending.

## MARKET LEASE RATES

The Dubuque Farmers Market offers three stall sizes:

STALL DETAILS	STALL SIZE	FULL LEASE (8-27 WEEKS)	OCCASIONAL LEASE (LIMITED TO 7 DAYS)
STREET STALL	APPROX. 20 FT. WIDE X 11 FT. DEEP.	325.00	45.00
ELECTRICAL STALL (CITY HALL PARKING LOTS)	APPROX. 13 FT. WIDE X 20 FT. DEEP	325.00	45.00
SIDEWALK STALL (C BLOCK ONLY)	APPROX. 20 FT. WIDE X 4 FT. DEEP.	325.00	45.00

Each stall is marked and numbered before the season begins. Vendors will be assigned a stall number based on many factors & criteria, including (but not limited to): prior market seasons, seniority, product mix, and electricity usage. For applicants who previously participated: DFM does not guarantee stall location or amount of space will be the same as the previous season.

**Due to limited space at market, stalls are not to be purchased as a parking spot.**

## Stall Allotment

One stall per vendor. DFM staff reviews each unique situation to determine the need for more than one stall or the maximum two stall allotment. After review, if need is demonstrated, AND if space is available, a Full Season vendor may be considered lease the maximum of two stalls. A previous vendor that was leased more than two stalls may request the DFM to review the same; however, DFM cannot lease additional space to these previous full season vendors.

## Vending from vehicle

In order to be considered vending from your vehicle, 60% or more of your vehicle must be filled/used as product display. Your vehicle must be in your approved stall space.

## Stall Space

**Blocks A B D G J K L (see map):** Vendors are to sell to the street (no vehicle parking on the street unless the vehicle is being used to vend from and is part of that vendor's stall space). All vending tables, tents, merchandise, inventory, and signage must be set up in the street, tents butted against the curb. Using nearby sidewalk, buildings, railings, ramps, or space outside of assigned vending stall is prohibited. Sampling outside of a vendor's stall space is not allowed, no exceptions will be made.

**Block C:** Vendors are allowed to sell to the sidewalk. Vehicles must be parked in the designated vendor parking lot. Using nearby sidewalks, buildings, railings, ramps, or space outside of assigned vending stall is prohibited. Sampling outside of a vendor's stall space is not allowed, no exceptions will be made.

**Block H (electrical):** Vendors who need of electricity have first option to these stall spaces. Using nearby sidewalk, buildings, railings, ramps, or space outside of assigned vending stall is prohibited. Sampling outside of a vendor's stall space is not allowed, no exceptions will be made.

## Attendance

Attendance by all scheduled vendors/participants is vital to all market dates. When any vendor/participants does not show up for a scheduled market appearance or leaves early the entire Market Community is affected. Market vendors must commit to the entire season unless agreement has been made through the Market Manager. **Vendors are allowed to miss 4 days.** Vendors not able to attend a scheduled market date are required to notify Dubuque Main Street (DMS) within 48 hours of the next market date. Failure to notify DMS management of an absence in writing and repeat absences planned or unplanned, may result in loss of stall location. Unforeseen emergencies will be taken into consideration on a case-by-case basis.

## VENDOR CATEGORIES

**Grower/Producer/Processor** – The DFM exists for vendors to sell products they grow, raise, or produce. These products may include fresh fruits and vegetables, meats, eggs, dairy goods, bakery goods, honey, salsa, jams and jellies, pickles, syrup, sauces, wine, spices, bedding and potted plants, cut flowers, and pet treats/pet food.

**Crafter/Artisan** – Items in this category include crafts; artwork; and inedible items, such as herbal products, personal care and beauty products.

All craft and art items must be the original handmade work of the vendor or a member of the vendor's immediate family. Supplies used to make the handcrafted item may be purchased, as long as the product is transformed in a way that makes the work original and makes the work substantially handcrafted.

Items not allowed at the DFM include products not made or altered by the vendor: mass produced/manufactured, finished products that are on consignment or have been purchased wholesale, or finished products available from catalog/direct sales companies.

Craft and art vendors are permitted, but the number of vendors is limited to **30%** of the total registered vendors.

**If there is any question as to the authenticity of a handcrafted product, the Farmers' Market Committee will make the final determination.**

**Prepared On-Site Food Vendors** - Vendors wishing to prepare and sell ready-to-eat food at Market must obtain a Farmers' Market Potentially Hazardous Food License (see page 23 for additionally information). Ready-to-eat foods include but are not limited to: hamburgers, pizza, burritos, nachos, hot or cold sandwiches, fried foods, and the like. The license is valid only in the county in which it was purchased and is valid only at farmers' markets. A copy of the vendor's license must be on file at DMS before vending at the DFM.

## APPLICATION TO THE MARKET

### MARKET VENDORS

**RETURNING VENDORS WISHING TO BE CONSIDERED FOR A FULL SEASON SPACE SHOULD APPLY BY 03/30/2021.**

All persons/entities/organizations interested in selling their products at the DFM must be pre-approved by DMS staff.

Applicants must apply electronically through Manage My Market ([www.managemymarket.com](http://www.managemymarket.com)) and must sign a lease for their stall on that site.

Vendors will be admitted to the DFM based on market requirements, space availability, and product representation.

Applicants must ensure their application is complete. This includes updated photos, accurate product lists and descriptions, updated contact information, etc. Incomplete applicants will not be considered. A \$25 charge will be assessed if DMS staff is required to register, upload documents or photos to Manage My Market.

If selected to participate as a vendor in this year's Farmers' Market, vendors must then provide proof of permits and insurance, the signed Vendor Agreement, and pay all required fees by 3:00 p.m. the Wednesday prior to the Market date the vendor wishes to first attend. The vendor must also acknowledge receipt of and compliance with the current DFM Vendor Handbook prior to vending.

DMS reserves the right to approve, refuse, & limit products to be sold at the DFM. While exclusivity does not exist, a limited number of vendors will be approved to sell certain products.

Vendors who need to change or add products after the application product acceptance process is complete need to update their list on Manage My Market, notify market manager, and wait for approval before selling the changed product line.

### **Special Request**

Returning vendors who would like to move should indicate their desire as a “Special Request” in their Vendor Application. Requests can only be granted if the requests do not conflict with other vendors who are already in place. Making a request does not mean it will be granted.

## **ACCEPTANCE INTO THE MARKET**

Applications for booth space at the DFM are reviewed beginning in March.

Email notifications will be sent to vendors who have been accepted to participate in this year’s DFM. Vendors who do not receive a notification by Mid-April should check their status in their Manage My Market account.

### **STATUS DEFINITIONS**

- **RECEIVED** – Application submitted
- **PENDING** – Application is under review
- **APPROVED** – Application approved. All required forms need to be upload and fees paid within 5 days of approval. If required forms and fees are not paid vendor will return to pending status.
- **WAITLISTED** – No space available at this time, but application will be considered later in the season.
- **DECLINED** – Not selected to participate in the market.
- **WITHDRAWN** – Vendor withdrew application from consideration.

### **Approval Process**

Applicants must reside within 100-mile radius of 1069 Main Street, Dubuque, IA

Items offered by vendors are to be grown, produced, or crafted at the vendor’s farm or home. **NO RESALE OR WHOLESALE IS ALLOWED.** Vendors may request a “Special Permit” (see page 13).

Remaining applicants are selected based on space availability, product variety with in the market, and product quality as demonstrated by photographs included in application process.

Applicants are reviewed on the entire range of products applied to sell at Market. Please be thorough when completing your application.

Vendors will not be able to add or change products after the application process is complete, or throughout the duration of the market season, without prior approval from Market staff.



Vendors are selected for the DFM based on a variety of factors. The committee considers the following criteria when reviewing vendors:

- Type of Product
- Quality of Product
- Previous Market Experience
- Completed, accurate application (including submission of required pictures)

## PAYMENTS

Full payment for your rental stall is due within five (5) days of the vendor receiving notification of approval from the DMS into this year's DFM.

Failure to pay by requested deadlines may result in terminating your participation in this year's Farmers' Market

Payment for stall rentals and additional fees can be made in the following ways:

- **CASH** – in person at the Dubuque Main Street office (1069 Main Street, Dubuque)
- **CREDIT CARD** – by phone (563-588-4400) or in person (1069 Main Street, Dubuque)  
Accepted Cards include MasterCard, Visa, Discover and American Express
- **CHECK** – by mail or in person (Dubuque Main Street, 1069 Main Street, Dubuque, IA 52001). Checks returned due to insufficient funds will be assessed a \$25 fee per check and no future checks will be accepted from that vendor.

Any previous account balances, including fees for insufficient funds, shall be paid prior to renting future space.

**REFUNDS WILL BE ISSUED ON A CASE-BY-CASE BASIS**

## LICENSE REQUIREMENTS

Vendors at the Dubuque Farmers' Market will be required to obtain and provide proof of certain licenses, insurance documents, permits, etc. prior to vending.

**Copies of licenses must be uploaded to the "License" tab in Manage My Market, or provided to market staff, prior to vending at the DFM.**

### Permits/certificates

Vendors must obtain necessary permits/certificates to sell the following items:

- Poultry
- Meat
- Wine/Brewed Beverages
- Wild Morel Mushrooms

It is the sole responsibility of each vendor to comply with and abide by all city, state and federal rules and regulations pertaining to the production, harvest, preservation, labeling and safety of products brought to market. (See page 23 for more information)

All permits and/or licenses must be posted each market day

### Possible food licenses

Additional licenses may be required depending on the type of business owned:

- Farmers' Market Potentially Hazardous Food License
- Mobile Food License
- Temporary Food Service License
- Health Department Permit

Vendors with questions regarding food license requirements or certificates/permits should contact Tim Link at Dubuque Health Services, 1300 Main Street, Dubuque or by phone 563-589-4181.

### Sales tax permits

It is the sole responsibility of each vendor selling taxable goods to ensure that, if necessary, proper sales tax is applied and appropriate permits are obtained.

Vendors may obtain a sales tax permit online at [www.state.ia.us/tax](http://www.state.ia.us/tax) or by calling [319.362.3613](tel:319.362.3613).

### Logo/trademark

Vendors must obtain appropriate licenses to sell logoed or trademarked items.

Examples of this include college university logos, Disney™ registered images, etc.

## INSURANCE REQUIREMENTS

Upon acceptance into the Dubuque Farmers' Market, vendors must provide proof of insurance. Please do not purchase this insurance until you have been accepted into the market. A valid insurance certificate must be provided at least 30 days prior to the opening market date and uploaded to Manage My Market. No vendor will be allowed to participate in the market without meeting these insurance requirements. Failure to provide a valid certificate of insurance will result in dismissal from the market until the certificate of insurance is received and approved.

Vendors with policies that renew midmarket season must upload the most recently updated certificate of insurance to Manage My Market at least 30 days prior to the opening market date, as well as a copy of the new certificate once it has been renewed.

Vendors who update their insurance information to their Manage My Market account must notify market staff when completed. Failure to notify market staff may result in your insurance policy being marked as not received and a follow-up phone call/email being made.

All vendors must maintain a Commercial General Liability policy or its equivalent, with limits not less than the following:

- **Limit Each Occurrence: \$1,000,000**
- **General Aggregate Limit: \$2,000,000**
- **Personal & Advertising Injury Limit: \$1,000,000**
- **Products & Completed Operations Limit: \$2,000,000**
- **Medical Payments Each Person: \$5,000**

The following shall be included as an additional insured using ISO endorsement CG 20 26, or an equivalent endorsement (see below):

**Dubuque Main Street Ltd.,  
Its employees and Board Members  
1069 Main Street  
Dubuque, IA 52001**

**City of Dubuque,  
its employees and Board Members  
350 W. 13<sup>th</sup> street  
Dubuque, IA 52001**

Dubuque Main Street and Dubuque Farmers' Market are required to request this of our vendors by our insurance company and the City of Dubuque. We are not able to make any exceptions to this request.

**SEE SAMPLE INSURANCE FORM ON THE FOLLOWING PAGE TO CONFIRM CORRECT CERTIFICATE INFORMATION.** The highlighted portions must read exactly as written in order to be accepted by the DFM/DMS staff.

# CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)  
XX/XX/XXXX

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATEHOLDER.

**IMPORTANT:** If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to certificate holder in lieu of such endorsement(s).

<b>PRODUCER</b> <b>AGENT NAME</b> <b>ADDRESS</b> <b>CITY, STATE ZIP</b>	<b>CONTACT NAME:</b> <b>PHONE (A/C, No, Ext):</b> <b>FAX (A/C, No):</b> <b>E-MAIL ADDRESS:</b>  <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 80%; text-align: center;"><b>INSURER(S) AFFORDING COVERAGE</b></td> <td style="width: 20%; text-align: center;"><b>NAIC #</b></td> </tr> <tr> <td><b>INSURER A :</b></td> <td></td> </tr> <tr> <td><b>INSURER B :</b></td> <td></td> </tr> <tr> <td><b>INSURER C :</b></td> <td></td> </tr> <tr> <td><b>INSURER D :</b></td> <td></td> </tr> <tr> <td><b>INSURER E :</b></td> <td></td> </tr> <tr> <td><b>INSURER F :</b></td> <td></td> </tr> </table>	<b>INSURER(S) AFFORDING COVERAGE</b>	<b>NAIC #</b>	<b>INSURER A :</b>		<b>INSURER B :</b>		<b>INSURER C :</b>		<b>INSURER D :</b>		<b>INSURER E :</b>		<b>INSURER F :</b>	
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<b>INSURER F :</b>															
<b>INSURED</b> <b>VENDOR NAME</b> <b>ADDRESS</b> <b>SCITY, STATE ZIP</b>															

**COVERAGES**

**CERTIFICATE NUMBER:**

**REVISION**

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSD	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
<input checked="" type="checkbox"/>	<b>COMMERCIAL GENERAL LIABILITY</b> <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR  GEN'L AGGREGATE LIMIT APPLIES PER: <input checked="" type="checkbox"/> POLICY <input type="checkbox"/> PROJECT <input type="checkbox"/> LOC OTHER:			XXXXXXXXXXXXXXXX	XX/XX/XXXX	XX/XX/XXXX	EACH OCCURRENCE <b>\$ 1,000,000</b> DAMAGE TO RENTED PREMISES (Ea occurrence) \$ MED EXP (Any one person) <b>\$ 5,000</b> PERSONAL & ADV INJURY <b>\$ 1,000,000</b> GENERAL AGGREGATE <b>\$ 2,000,000</b> PRODUCTS-COMP/OPAGG <b>\$ 2,000,000</b> \$
	<b>AUTOMOBILE LIABILITY</b> <input type="checkbox"/> ANY AUTO ALL OWNED AUTOS <input type="checkbox"/> SCHEDULED AUTOS <input type="checkbox"/> HIRED AUTOS <input type="checkbox"/> NON-OWNED AUTOS						COMBINED SINGLE LIMIT (Ea accident) \$ BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$ \$
	<b>UMBRELLA LIAB</b> <input type="checkbox"/> OCCUR <b>EXCESS LIAB</b> <input type="checkbox"/> CLAIMS-MADE DED \$ RETENTION \$						EACH OCCURRENCE \$ AGGREGATE \$ \$
	<b>WORKERS COMPENSATION AND EMPLOYERS' LIABILITY</b> Y / N ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below		N / A				<input type="checkbox"/> PER STATUTE <input type="checkbox"/> OTHER E.L. EACH ACCIDENT \$ E.L. DISEASE - EA EMPLOYEE \$ E.L. DISEASE - POLICY LIMIT \$

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

**Dubuque Main Street Ltd. DBA Dubuque Farmers' Market, its employees and Board Members, and the City of Dubuque, its employees, elected and appointed officials and Board Members, are included as an additional as provided by ISO endorsement CG 20 26 04 13 or equivalent endorsement.**

**NUMBER: CERTIFICATEHOLDER**

**CANCELLATION**

Dubuque Main Street DBA Dubuque Farmers Market 1069 Main Street Dubuque, IA 52001	SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.  AUTHORIZED REPRESENTATIVE
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## ADDITIONAL FEES

### Special Item Permit

Vendors may apply for a Special Item Permit to sell foods that are typically not grown locally or not locally grown in sufficient quantity to meet the demands of customers. The fee for a Special Item Permit is \$200.00 per item. The DFM Committee will review each application using the following criteria:

1. The item is food.
2. The item cannot be successfully grown or produced locally in sufficient quantities and/or quality to meet the perceived customer demand for the item.
3. The item, from harvesting to selling, adheres to all relevant regulatory requirements.

Only a limited number of permits will be issued and those vendors with the permit will be required to comply with other guidelines. The Permit Fee is in addition to the Market Application Fee. For more information about the Special Item Permit please contact DMS

### Fines

DFM staff reserves the right to impose additional fees as necessary.

Vendors are assessed fines the week following a market, and will receive notice via-email, and an invoice via U.S. Postal Service mail. Payment is due by 12:00 p.m. the Friday before the next market.

Vendors with unpaid fees will not be permitted to vend until their account is current.

### **UNAUTHORIZED DRIVING FEE- \$50 AND/OR REMOVAL FROM MARKET**

Vendors shall not enter the market venue after 6:45 a.m./7:45 a.m. (October) or exit the market venue prior to the closing of market, 12:00 p.m. Vendors shall not drive unauthorized vehicles within the market venue at any time. Authorization is made through DMS staff. Penalties for entering late, leaving early or driving recklessly will include a fee of \$50 and potential removal from the DFM for the remainder of the season.

### **TRASH REMOVAL FEE - \$50**

Vendors are responsible for removing their trash from market. Public city trash bins are not for vendor's use.

## MARKET MONEY PROGRAM

Vendors are required to accept the DFM Market Money Program. Vendors will be reimbursed for the full amount of the tokens/DUFB vouchers. A check will be mailed to the vendor or directly deposited into his/her account. Tokens and vouchers maybe turned in at market or the next business day at DMS office. All tokens may be used on any market day, and not just the day they are received. Vouchers may be redeemed up until expiration date.

### **DEBIT / CREDIT (YELLOW)**

As a condition of participating in the Farmers' Market, vendors agree to accept the yellow tokens from shoppers at a value of five dollars (\$5.00) for each yellow token, subject to the following guidelines:

- Yellow tokens are equivalent to cash. Yellow tokens may be exchanged for currency. Do not give blue \$1 tokens as change.

- Vendors must charge sales tax on taxable items and are responsible for their own sales tax permit.
- Yellow tokens may be used to purchase ANY item at market.

### **EBT/SNAP (BLUE)**

Participating vendors agree to accept the blue tokens from shoppers at a value of one dollar (\$1.00) for each blue token, subject to the following guidelines:

- Blue tokens cannot be exchanged for currency.
- Vendor cannot charge sale tax (since blue tokens are for the purchase of food).
- Subject to the previous guideline, products the vendor may sell for the blue tokens include: fruits, vegetables, baked goods, meats, poultry, dairy, dips, salsas, honey, jams, as well as seeds and plants which produce food.
- Products the vendor may not sell for the blue tokens include: soaps, body oils, wine, household supplies, crafts, foods prepared on-site.

### **DOUBLE UP FOOD BUCKS (DUFB) (Vouchers)**

Participating vendors agree to accept the vouchers from shoppers at a value of one dollar (\$1.00) for each voucher, subject to the following guidelines:

- Double up Food buck vouchers cannot be exchanged for currency.
- Vouchers will have a quarterly expiration date. 3/31/2021, 6/30/2021, 9/30/2021, 12/31/2021.
- Vendors cannot charge sale tax (since vouchers are for the purchase of food).
- Subject to the previous guideline, products the vendor may sell for the vouchers include: fruits, vegetables, as well as seeds and plants which produce food.
- Products the vendor may not sell for the vouchers include: soaps, body oils, and wine, household supplies, crafts, foods prepared on-site, baked goods, meats, poultry, dairy, dips, salsas, honey, and jams.

## **VENDOR REIMBURSEMENT FOR MARKET MONEY PROGRAM**

**The last day for token/voucher redemption will be November 12, 2021 by 3:00 p.m.**

Any tokens/vouchers not redeemed by November 12, 2021 will not be accepted for payment in the current calendar year. Double up Food Bucks vouchers collected during Dubuque Farmers Market must be redeemed by the above date.

Vendors may turn in the accumulated tokens/vouchers at the Market Money Booth on any Market day from 7-12. **The tokens/vouchers must be pre-counted, written down on receipt, and placed in a bag/envelope before turning in to the container provided at Market Booth. Staff will not fill out sheets or count tokens for any vendors at any time.** Tokens will be counted and verified at the DMS office the following Monday by the Market Manager. Any discrepancies will be counted by another office staff and vendor will be notified by email or phone call.

Vendors may turn in tokens/vouchers at DMS office Mondays until 3:00 p.m. for processing reimbursement. Any tokens/vouchers turned in after Mondays deadline will be saved for the next reimbursement period.

Due to the popularity of the Market Money Program we require all vendors to turn their accumulated tokens in **weekly**. Token reimbursement will be done through **Direct Deposit** only.

Direct Deposit reimbursement through MidWest One Bank will be dropped into your account within 72 federal business hours.

## SET UP POLICIES/PROCEDURES

### Vendor Identification/Signage

Each booth space must prominently display the provided vendor sign which clearly identifies the business name and the location of farm or business. In accordance with the rules and regulations of the originating agency, please post any permits and/or licenses as required (for example, SNAP/EBT vendor, WIC vendor, etc.). Signage/sandwich boards must be placed within the vending stall space.

### Set-up times, arriving and entering with vehicle

#### ❖ May-September- Market Hours 7:00 a.m. - 12:00 p.m.

- 6:00 a.m. –DFM Street Use Permit begins-No vendor can begin set up before 6:00 a.m. Vendors may begin setting up stalls. Move vehicle before setting up or have within your stall space. (See Stall set up, loading, and parking)
- 6:30 am – Attendance will be taken. Unexcused vendors time will be reported to market manager and those stall locations will be filled with timely vendors willing to move.
- 6:45 a.m. – Vendor vehicles must exit the market. If a situation arises where a vendor needs to arrive after 6:45 a.m., the vendor will need to park outside of market and carry in items.
- No vendors/participants are allowed to drive vehicles into the market area after 6:45 a.m., NOR prior to 12:00 p.m. (see Take down & Exiting).

#### ❖ October ONLY- Market Hours 8:00 a.m. – 12:00 p.m.

- 7:00 a.m. – DFM Street Use Permit begins. No vendor can begin set- up before 7:00 a.m. Vendors may begin setting up stalls. Move vehicle before setting up or have within your stall space.
- 7:30- Attendance will be taken. Unexcused vendors time will be reported to market manager and those stall locations will be filled with timely vendors willing to move.
- 7:45 a.m. – Vendor vehicles must exit the market by 7:45 a.m. If a situation arises where a vendor needs to arrive after 7:45 a.m., vendor will need to park outside of market and carry in items.
- No vendors /participants are not allowed to drive vehicles into the market area after 7:45 a.m., and NOT before 12:00 p.m. (see Take down & Exiting).

### Stall Set-up, Unloading, and Parking

A vendor must move all vehicles out of DFM premises promptly after unloading and before setting up the booth and product display. Vehicles used for loading and unloading may not block the street. Vendors must park vehicles as not to block others from driving down the street and not to block neighboring vendor stalls. Parking options are designated on the vendor map.

### Set up in Street

All vending tables, tents, merchandise, inventory, and signage must be set up in the street, butted against the curb. Using nearby sidewalk, buildings, railings, ramps, or space outside of assigned vending stall is prohibited. Sampling outside of a vendor's stall space is not allowed. No exceptions will be made.

## TAKE DOWN/CLEAN UP

### Take Down & Exiting Market:

The DFM closes at noon. Vendors may not sell past 12:00 p.m. Vendors are not allowed to drive vehicles into Market area until 12:05 p.m. Please plan and park accordingly. To ensure a smooth transition for the entire DFM community, vendors are required to prepare and pack product & equipment and completely, take down booth and be ready to load vehicle BEFORE driving vehicle into market area. Vehicles used for loading cannot block the street. For safety reasons, the street is barricaded until 12:30. To ensure safety of your market peers, any barricades moved by for entering or exiting must be replaced by the person who moved them. Vendors who have sold out of product before 12:00 p.m. must carry their belongings out of market, if they choose to leave early. At no time are vehicles allowed to be driven through market during market hours.

### Trash Removal/Clean up

Participants provide their own broom, dustpans and trash removal. Prepared food vendors and vendors offering food samples must provide a trash receptacle within vending space. Vendors are responsible for cleaning their stall(s) & removing trash and/or boxes at the end of each market day. DFM staff cannot remove vendor trash or boxes. **Trash, including boxes may not be placed in any city or private business trash bin or left on the street.** There will be a clean-up fee of **\$50 charged** to vendors leaving their trash in their stall or in public trash bins, to be paid prior to renting future space.

## VENDOR CONDUCT AND MARKET GUIDELINES

### “Good Neighbor Policy” Same as Peaceful Market?

As a vendor, you are asked to remain within the bounds of your assigned space and to respect the space of your neighbors. If you will not be coming to Market at the beginning of the season—or if you will be absent at certain times—please contact the Market Manager. In some areas of the market, it makes sense for other vendors to “fill in” the empty spaces, but this should not be done without the permission of the Market Manager. To increase safety during set-up time, please only drive along the block you are assigned.

### Children working stalls

Participants shall not leave their children under the age of 16 at a vendor stall without adult supervision, for any amount of time. (Adult = responsible person 18 or older)

### Noise Interference

No loud or disturbing noises that interfere with the rights, comfort, and convenience of others will be allowed at Market. Vendors may not play music (live, recorded, or transmitted) at a sound level that may annoy or disturb others at market. Music provided by vendors must meet the local community expectations, avoiding politics and respectful.

### Vendor Staff & Helpers

Vendors, their staff and all participants are expected to uphold professionalism, know requirements and expectations, and respect the integrity of the DFM by adhering to policies, procedures, and requirements of participating in the Market. Vendors are responsible for making sure all persons working at their booth know and adhere to all DFM guidelines.

### Sampling & Attracting Customers

Sampling is encouraged, as long as it is within assigned stall space, in small amounts (less than 1 oz.). Sampling is not allowed outside of stall space. Attempting to attract customers by making noises, shouting or hawking is not permitted.



### **A Peaceful Market**

Participant shall conduct themselves professionally and behave courteously toward DFM attendees, other participants, staff, volunteers, entertainers, etc. Conduct deemed inappropriate, unprofessional, offensive or serious will be enforced with reminders, warnings, or fines, and may result in administrative action without warnings or fines, including ejection or barring vendor from selling at the DFM &/or future DFM events.

### **Public Safety & Barricades**

The safety of consumers and vendors is paramount. Operating vehicles within the barricaded market area is dangerous and discouraged. Driving during market hours (See set-up/take-down policies) is prohibited. If you arrive after the safety barricades have been set in place, please move them aside, enter the market area, then immediately return the barricades to their designated locations. Same for exiting market. Failure to replace them causes customer confusion and safety hazards. Repeated violation of this procedure may result in disciplinary action.

### **No Smoking/Vaping**

Smoking/Vaping, by any market vendors/and or staff, is prohibited within their stalls and on the market premises, **including inside vehicles parked inside market premises**. The 1st offense vendor will not be allowed at the next market, 2<sup>nd</sup> offense vendor will not be allowed at the next miss 4 markets, and 3<sup>rd</sup> offense expulsion from market without refund.

### **No Pets/No Animals for sale**

**Pets are not allowed in vendor booth** unless they are service animals. The sale of live animals is not allowed on market premises. Posting of pets/animals for sale is not allowed.

### **Sub Leasing Space/Transferring Vendor Contract**

Vendors may not sublet space or sell products for other people/businesses. Vendor contracts are not transferable at any time to other people or business. No other business name or logo can be used or included in onsite signage or leaflet/handouts.

### **Verification Visits**

Market Management reserves the right to visit and inspect the farm, property, and storage sites listed on any vendors' application to verify information provided is proper and correct and to verify resale or wholesale is not conducted at market. This is a condition of the privilege of selling at the market. Onsite visits will and can be randomly conducted by any Farmers' Market Committee Member, Dubuque Main Street Board Member, and Market Staff without prior given notice. If a vendor is found not to be in compliance, a \$50 fee, plus expenses will be assessed.

Vendors acknowledge and agree to such inspections. Vendors may be subject to a visit before being accepted into the Farmers' Market. If the Vendor wants to add any farm, property, or storage sites, the vendor must inform DMS in writing and revise the vendor's application accordingly. **The Vendor will be in violation of these Rules and Regulations if the vendor fails to identify any farm, property, or storage site and/or is unable to show "inspectors" a location during the time of a visit.**

### **Unwanted Vehicles/Street Obstacles**

DFM staff works closely with City officials all year and each market week to minimize the effects of street obstacles; however, due to the nature of the DFM location, there are occasionally street construction materials or general obstacles, and sometimes unauthorized vehicles in market stalls. DFM staff work with the city police to remove vehicles from vending spaces. On occasion, beyond DFM control, circumstances prohibit the removal of vehicles or obstacles. When this occurs, DFM staff will work with vendors assigned to the affected space to relocate a vending location.

## Electricity

Electricity is only available in the city's two parking lots located at the corner of Central Avenue and 12th Street. Requests for electricity will be handled on a first come, first served basis. Vendors are responsible for providing their own extension cords and securing cords to minimize potential tripping hazards.

The running of any gasoline or diesel motors, engines, or generators may be approved under certain circumstances. All generators must meet DFM guidelines AND be approved by the DFM management in advance. DFM generator guidelines include: Generators must be quiet to respect adjacent DFM vendors, customers, and residents; generators causing disruption or complaints will not be permitted; the vendor provides the generator and the generator must be contained within the vendors designated space.

## Parking

Overnight parking for Farmers' Market Vendors is not provided.

Vendors are encouraged to leave the closest public parking spots open for your customers. Please do not park in the angled parking stalls in the Fischer Parking Lot (Iowa Street frontage). This parking area is for customer parking. Do not park in private lots, without permission from owners.

Vendors must be parked no later than 6:45 a.m. and leave no earlier than 12 p.m. You may start set up at 6:00 a.m., but you may not drive on a closed street between 6:45 a.m. and 12 p.m. This is to ensure the safety of market customers and vendors.

## Restrooms

Restrooms for vendors and customers are available in City Hall by accessing the entrance on Iowa Street. Restrooms are also available in the City's Parking ramp at 10<sup>th</sup> and Iowa Streets.

## Social Media

TBD

## SPECIAL PROGRAMS

### Not-For-Profit Organizations

If your organization would like to apply to participate in our Not-For-Profit Program, please email [office@dubuquemainstreet.org](mailto:office@dubuquemainstreet.org) with your request. Applicants must be a local non-profit charitable 501(c) (3) with the purpose of showcasing and promoting their specific organization or event.

**SALES ARE NOT PERMITTED.** All applicants will need to complete and sign an agreement/registration form before acceptance to market.

Space is limited to once a season and participants are accepted on a first-apply-first-scheduled basis or aligns with the Sustainable Dubuque Initiatives. Organization must request approval from DFM before appearing at the market. This space is approximately 10' x 10'. Each organization is responsible for its own supplies (tables, chairs, canopy/tent with weighted legs, displays, etc.).

The Market Manager will notify the organization the Friday prior to market where their stall will be.

### Entertainment

If you or anyone you know would be interested in performing at the DFM, please email [jolynn@dubuquemainstreet.org](mailto:jolynn@dubuquemainstreet.org) with your request. This offer is at no cost to approved entertainers. This space will be assigned by Market Manager. Performers must complete and sign Entertainment Form and Agreement before being accepted into market.

## Special promotions

DFM will have special promotions throughout the season. Please contact the DMS office if you have an idea for a special event or promotional activity by emailing [office@dubuquemainstreet.org](mailto:office@dubuquemainstreet.org).

## Farmers' Market Nutrition Program – WIC and Senior FMNP

Information regarding Iowa WIC and Senior Farmers Market Nutrition Programs can be obtained by contacting Paul Ovrom with the Iowa Department of Agriculture and Land Stewardship by phone at (515)-242-6239 or by email [paul.ovrom@iowaagriculture.gov](mailto:paul.ovrom@iowaagriculture.gov).

## EMERGENCY/URGENCY CLOSURE

### Inclement Weather

(Thunder/lightening, tornadoes/heavy wind, or hail).

DFM is a rain or shine event.

Market staff or public officials are the only people with the ability to close the venue.

With regard to the personal safety of vendors, patrons, and the general public, Market management will determine if or when a closure or cancellation of Market is imminent. With the assistance of local police, DMS, and volunteers; the message and pertinent information will be broadcast to onsite vendors via siren, verbal announcement and/or text message. Because of the critical nature of a potential emergency or urgent situation, vendors are expected to be on alert and required to adhere to the direction given in the event of an emergency or urgent situation.

If Market is closed or cancelled:

1. Vendors are required to shut down immediately and remain closed for the day(s) noted.
2. Vendors are not allowed to sell product on, in or near market premises.
3. Vendors are required to tear down and/or promptly exit the market site completely, including removal of product, equipment, & vehicles.

Conduct of disregard to Emergency Closure procedure will result in administrative action without warnings or fines, including ejection and /or barring vendor from selling at the DFM and/or future DFM events.

Vendors are permitted to pack their product at any time to maintain quality and safety.

**Vendors who pack their product are not permitted to move their vehicle until the close of Market.**

### Active Aggressor

Recent national tragedies remind us that risk is real. Taking a few steps now can help you react quickly when every second counts. An active aggressor is an individual engaged in attempting to kill people in a confined space or populated area. Active aggressors typically use firearms and have no pattern to their selection of victims. If you are involved in an active aggressor incident the following is pertinent:

- See something, say something
- Before you run, have an exit plan
- Find a place to hide (parking ramp, business, etc.)
- Use first aid skills, most important stop the bleeding
- Cooperate with law enforcement.

If you would like more information on Active Aggressor situations, pick up information sheet at the Market Money Booth.

## COMPLAINT PROCEDURES

Vendors /Participants are expected to display professionalism and conduct themselves and their business in a manner that is respectful, honest, and courteous toward DFM, and its vendors/participants, staff, and the community. DMS retains the right to prohibit a person and/or business from participating in the DFM for conduct deemed inappropriate and/or unprofessional, without verbal or written warnings or fines. Grievances towards DFM or any entity associated with the Market must be addressed privately. Contact DFM management to set up an appointment. Do not verbally protest or have written postings (i.e. signs) during DFM hours of operation in view of customers. You will be asked to stop and remove any signs if deemed inappropriate by DFM staff immediately, or you will be asked to cease vending for the remainder of that DFM day.

Please file a formal complaint if a vendor has offended any of the rules as written in this document. The Market Manager will speak to the offending vendor. If a violation is confirmed, and the verbal warning is not heeded, a written warning will be sent. Expulsion from the Market without refund may occur if the situation is not corrected with a third notification.

Please see the On-Site Market Manager if you have an immediate concern. Complaint(s) about another vendor's produce, market procedures or policies, need to be in writing and sent to DMS. The Executive Director of DMS will internally review your complaint, research the grievance and send a written response within a week if the concern can be adequately investigated within that timeframe. If further action is necessary, the communication will be considered by the DMS Board and acted on as deemed appropriate.

Rules of the DFM are enforced by DMS designated as the designated DFM management entity. If a vendor or participant disregards Policy or Procedure of the DFM or does not comply with federal, state, or local regulations, applicable to the DFM participation, DFM management will proceed accordingly. Action may include assessing fines or prohibiting the vendor from selling at the DFM temporarily or permanently; without refund.

DFM management and assigned entities will randomly evaluate participants using the Vendor Handbook. Compliance and enforcement may include verbal reminders, written notice of non-compliance, notice &/or fines. If a vendor is issued a reminder or warning, the vendor must adjust in an effort to comply with DFM requirements on the day the warning is issued or before continuing participation in the DFM.



<b>COMPLAINANT DETAILS</b>	
Name of Person Entering Complaint:	
Name of Business Entering Complaint	
Address:	Daytime Contact No:
Date:	Email:

<b>COMPLAINT DETAILS</b>	
Date of Incident (if relevant):	Time:
Location of Incident:	
Who/What is the Subject of Your Complaint:	
Summary of Complaint/Issue:	

<b>WITNESS DETAILS (please leave blank if not relevant)</b>	
Name:	
Address:	Daytime Contact Number:

<b>COMPLAINT OUTCOME</b>	
As a result of making this complaint, is there any outcome you would like? <input type="checkbox"/> Yes <input type="checkbox"/> No	
If yes, please provide details:	
<b>COMPLAINANT SIGNATURE</b>	<b>DATE</b>
<b>NAME OF EMPLOYEE RECEIVING COMPLAINT</b>	

**FILING COMPLAINTS**

The Dubuque Farmers’ Market will accept complaints in the following ways:

**a) In Writing**

- By mailing Dubuque Main Street at 1069 Main Street, Dubuque, IA 52001
- By email to [jolynn@dubuquemainstreet.org](mailto:jolynn@dubuquemainstreet.org)

**b) In Person**

- By dropping off at the main office at 1069 Main Street, Dubuque, IA 52001 or into the mailbox

**PROCESSING COMPLAINTS**

- Dubuque Farmers Market Committee and/or Dubuque Main Street’s Executive Director will acknowledge all complaints within 5 working days and try to resolve complaints within 15 days.
- We will have due regard to your privacy.

Jo Lynn Pike  
Dubuque Farmers Market Manager

<b>INVESTIGATION DETAILS</b>	
Name of person investigating incident:	
Title:	Date of investigation:
Investigation details:	

(If no action is to be taken, please explain why)

<b>ACTIONS ARISING FROM INVESTIGATION</b>	<b>DATE TO BE COMPLETED</b>
Immediate:	
Further recommendations:	

<b>INVESTIGATING STAFF</b>	
Signature:	Date:
Complainant Advised: <input type="checkbox"/> Yes <input type="checkbox"/> No	Date:

## FOOD LICENSE REGULATIONS

### Allowable Foods Approved for Sale

The following products are approved for sale at the Dubuque Farmers' Market, without being licensed as a food establishment at the market location.

- ❖ Fresh fruits and vegetables that are whole and uncut.
- ❖ Bakery products which are not potentially hazardous. These products include only the following items: breads, cakes, doughnuts, pastries, buns, rolls, cookies, biscuits, and pies (except meat pies). The following products are examples of bakery products that are potentially hazardous and cannot be sold at farmers' market without a license: soft pies, custard filled products, and cream filled products.
- ❖ Fresh Shell Eggs that are kept at 45° F or below (ambient temperature)
- ❖ Honey (products containing honey have to be individually evaluated)
- ❖ Non-potentially hazardous food products; that is, products that do not require refrigeration, since they are shelf-stable. These products can be prepared in the home, to be sold for consumption off-the-premise. Some examples of products that can be prepared in the home for direct sale to consumer customers include: jams, jellies, candies, and dried noodles. (Only jams and jellies that meet the Standard of Identity for jams and jellies specified in 21 CFR Part 150 are exempt from licensing.)

The following products may not be sold at a Farmers Market without appropriate licensing from local, state or federal authorities:

- ❖ Potentially hazardous food products (foods that require temperature control), which include meat, poultry, and dairy products.
- ❖ With the sole exception of jams and jellies meeting the Standard of Identity for jams and jellies specified in 21 CFR Part 150, no "home style" canned goods can be sold at farmer's markets, since food in a hermetically sealed container shall be obtained from a licensed food processing plant. (Section 3-201.12 of the Food Code which has been adopted by Section 137F.2 of the Code of Iowa)
- ❖ Wild Morel mushrooms or wild oyster mushrooms.

What types of licenses are honored to sell potentially hazardous foods at a Farmers' Market?

- ❖ Farmer's Market Potentially Hazardous Food License.
  - A separate license is required for each county in which a vendor sells food.
  - The license is only valid at farmer's markets.
  - If the vendor operates two or more stands simultaneously, a separate license is required for each unit.
- ❖ Mobile Food License
- ❖ Temporary Food License
- ❖ Canned goods, except jams and jellies, must be from a licensed food processing plant. (Only jams and jellies that meet the Standard of Identity for jams and jellies specified in 21 CFR Part 150 are exempt from licensing.)



## **Sampling**

Sampling of perishable (potentially hazardous) foods requires a State of Iowa Farmers' Market Potentially Hazardous Food License or a Temporary Food Stand License. Temporary Food Stand Rules apply to both licenses and are available on the City of Dubuque website at [www.cityofdubuque.org](http://www.cityofdubuque.org) under "health" and "food safety." Vendors need to have a cooking thermometer scaled 0-220 degrees, approved ware-washing, hand-washing and may not handle ready to eat foods with bare hands. Use of gloves and utensils are encouraged. Please contact Tim Link if you have any questions.

## **LABELING & PACKAGING REQUIREMENTS**

### **Labeling**

Any food that has been modified from its original form or combined with other ingredients must be labeled according to the guidelines below. This includes ALL BAKED GOODS and CONFECTIONARY ITEMS, as well as products governed by other regulatory agencies. If a product(s) does not have its ingredients listed on a label or on a placard, the vendor may be required to remove that product(s) for the remainder of that market day.

### **LABELING:**

Must include:

- ❖ Product name
- ❖ A list of ingredients in order of predominance (by weight). If the product has a standard of identity in the Code of Federal Regulations, it must conform to that standard.
- ❖ Name and address or phone number of the vendor.
- ❖ Net weight or volume.
- ❖ Allergen information.
- ❖ Allergen information needs to be declared on the label or by the use of a placard. The following food products are considered major allergens: Peanuts, Soybeans (not refined soybean oil), Milk, Eggs, Fish, Crustacean (crab, lobster, or shrimp), Tree Nuts (almonds, pecans, or walnuts), and Wheat.
- ❖ Nutrition labeling information is required unless exempt. Exemptions may be found on the FDA website. [www.fda.gov](http://www.fda.gov)

### **Packaging**

Acceptable packaging materials should be approved for contact with food (food grade) and not re-used. These may include, but are not limited to:

- ❖ Plastic wrap
- ❖ Plastic bags
- ❖ Clam shell containers
- ❖ Zipper sandwich/plastic bags
- ❖ Foam trays
- ❖ Display boxes
- ❖ Cake Boxes

**For products sold individually from a BULK supply:**

- ❖ A list of the ingredients must be posted near the container with those items.
- ❖ Keep products covered. Keep products out of direct sun light.
- ❖ Do not let customers serve themselves.
- ❖ Use of sneeze guard or similar protective barrier is recommended.
- ❖ Use proper serving utensils along with disposable gloves when handling products.  
(Have extras in case you drop them on the ground.)
- ❖ Remove gloves before handling money.
- ❖ Wash hands and put new gloves on before serving next customer.