



Information for Vendors:

The Coralville Farmers' Market is held every Monday evening, **5:00-7:00 p.m.**, from the first full week of May through the first Monday in October. The Market takes place in the parking lot at the Coralville Community Aquatic Center, near the pond in S.T. Morrison Park and City Hall.

How do I become a vendor?

To be a vendor at the Coralville Farmers' Market, complete and sign the Vendor Information Form and the Hold Harmless Statement, read through the Coralville Farmers' Market Rules and Regulations, and bring your completed forms to the Market on or before the first day you plan to sell. You may also mail completed forms to Matt Hibbard, Farmers' Market Manager, 1506 8th Street, Coralville, IA 52241. These forms must be submitted before a vendor can sell at the Market.

How do I get a stall?

"Stalls" at the Coralville Farmers' Market are available on a first-come, first-served basis each Market day, with the exception of stalls reserved for season pass holders. There are a limited number of spaces (about 25) at each Market. Vendors should occupy stalls in the center of the Market area first and park as close to neighboring vendors as possible. Vendors are allowed to arrive and begin setting up at 4:00 p.m. on Market days. Vendors are not permitted to arrive prior to that time to "reserve" a space. All vendors must arrive by 4:45 p.m.; vendors who arrive later than 4:45 will not be allowed to sell that day.

How big are the stalls?

Due to the relatively small space available for the Market, vendor stalls may be a maximum of ten feet wide. Tables behind vehicles should be set up in a manner so as not to impede the flow of foot traffic through the Market area. The Market Manager reserves the right to have any vendor move tables if they are determined to be in the way of customers, at the Manager's sole discretion.

How much does it cost to be a vendor?

Vendors may purchase punch cards for the Market. 5-punch cards are \$30, 10-punch cards are \$60. Punch cards are non-transferrable, and cannot be used in years other than that in which the card was issued (e.g. you can't use a 2016 punch card for the 2017 Market). A limited number of season passes, which include a reserved stall space, are available for \$110 each. Checks should be made to the City of Coralville.

What can I sell at the Coralville Farmers' Market?

All items for sale at the Market must be produced by the vendor selling them. Vendors are permitted to sell fruits and vegetables, plants, cut flowers, baked goods (must be labeled with vendor's name, the address where the food was prepared, and a list of ingredients), honey, eggs, jams and preserves, meat and poultry (with required permits or certifications) and arts and crafts. Vendors **are not** permitted to sell soft pies and custards or any prepared foods or beverages that are considered potentially hazardous unless the vendor has obtained appropriate permits from the Johnson County Department of Public Health and follows all safe food handling procedures. Vendors **are not** allowed to sell wild morel mushrooms without first satisfying all public health requirements (see [Farmers' Market Requirements](#)). For questions about food safety and what licenses or permits may be required to sell certain items, contact the Johnson County Department of Public Health at 319-356-6040.

I run a CSA farm. Can I distribute produce to my shareholders at the Market?

CSAs may distribute at the Coralville Farmers' Market, but must follow all Farmers' Market rules and regulations, including: The CSA/vendor must purchase a punch card or season pass before being allowed to distribute; no transactions or exchange of money or goods may take place before the opening bell; all items must be grown or produced by the CSA/vendor.

Are there Markets on holidays?

There will be no Market on Memorial Day (May 29), July 3 (due to Coralville's 4thFEST activities), or Labor Day (Sept. 4).

What if it rains?

The Market is held rain or shine. Vendors will not be permitted to sell for free simply because the weather is bad. In case of severe weather, vendors and customers will be asked to take shelter at the Coralville Community Aquatic Center or City Hall.

What if I'm running late?

It is extremely difficult to get vehicles in and out of the Market area, especially once other vendors are set up and customers have started to arrive. **Vendors who arrive after 4:45 p.m. will not be allowed to sell at the Market that day.** Please do not drive your vehicle into the Market area if you are late.

Can I unload my products and display and park my vehicle elsewhere?

Vendors should park their vehicles in their stall spaces. While this may limit the space you have to display your products, it is important to not take up parking spaces for the Farmers' Market and Aquatic Center customers. If you feel you must park your vehicle elsewhere, you must park it outside of the Aquatic Center and City Hall parking lots, preferably along one of the streets east of the Aquatic Center.

What if a customer needs to leave before the bell rings?

Absolutely no exchange of money will be permitted before the opening bell rings. Vendors who sell before the opening bell will be asked to leave the Market immediately. Repeat offenses may result in permanent dismissal from the Coralville Farmers' Market. In the event a vendor is permanently dismissed from the Market, no refunds will be given for unused punch cards or season passes.

If I sell everything I bring, can I leave early?

In most cases, due to the difficulty of getting vehicles out of the Market area and the potential risk to customers and other vendors, vendors will not be allowed to leave the Market early. Some exceptions are possible, but are typically only made for vendors who discuss the matter with the Market Manager *before* coming to the Market.

Are there any other activities associated with the Farmers' Market?

There will be occasional special events held at the Market and live acoustic music by local performers throughout the Market season. The Coralville Community Aquatic Center is open from 11:00 a.m.-8:00 p.m. from early June through Labor Day. A schedule for Farmers' Market Music and special events will be posted when available.

For any other questions, please contact Matt Hibbard, Farmers' Market Manager, at 319-248-1750 or mhibbard@coralville.org.

Visit www.coralville.org for information on other City-sponsored events.



2017 Coralville Farmers' Market Rules and Regulations

- The 2017 market dates are Monday, May 8 through Monday, October 2. Market days are held each Monday from 5:00-7:00 p.m. with **set-up time beginning at 4:00 p.m. Vendors are not permitted to arrive or begin setting up before 4:00, and all vendors must arrive before 4:45 p.m.** The Market will be located in the parking lot on the south end of S.T. Morrison Park, near the Coralville Community Aquatic Center, except on Market dates conflicting with 4th Fest.
- **Each vendor at the Coralville Farmers' Market must grow or produce all of the items for sale at his/her table.** The vendor should be the person who makes the decisions and does the work involved with the production of all of the produce sold at the stall. These decisions include, but are not limited to, cultivate selection and acquisition, when and where each crop is harvested and market preparation, including pricing.
- If vendors/growers are in partnership with each other, a copy of a legally binding document stating your partnership must be included with the signed Hold Harmless Statement before you will be allowed to vend.
- **Each vendor must purchase a punch card or season pass in order to sell at the Coralville Farmers' Market.** Punch cards are available each market day from the Market Manager. Cost is \$30 for 5 punches or \$60 for 10 punches. Season passes are \$110. Checks should be made to the City of Coralville. Punch cards and season passes are not transferable.
- Vendors will provide their own table for selling or sell off the back of their vehicle.
- Each vendor stall shall be no wider than ten feet. If space allows, a vendor may purchase two stall spaces, at the Market Manager's discretion. Vendors' tables, tents, etc., must be set up in such a way that allows adequate space for customer traffic in the center of the Market area. The Market Manager reserves the right to have vendors rearrange tables, etc., to fit within the allotted ten foot space. If a vendor does not comply, that vendor will be asked to leave. If the vendor does not leave when asked, the Coralville Police Department will be called.
- Vendors who plan to use portable tents must park in the middle parking stalls at the Market. **Tents will be no larger than ten feet by ten feet.** No exceptions. Market Manager has the right to have you move to the correct place or will ask you to leave if not cooperating. If vendor does not cooperate, Coralville Police Department will be called.
- **NO selling or exchange of money ahead of time will be allowed.** When the bell rings at 5:00 p.m., vendors may begin selling their product(s). If any vendor begins selling items before the bell rings, it will result in dismissal from the Market that day. Repeat offenses may result in permanent dismissal from the Market for the duration of the season. If vendors do not leave when asked by the Market Manager, the Coralville Police Department will be called immediately.
- The vendor shall keep their space and surrounding area clean and free of debris and obstructions.
- Items that may be sold at the Coralville Farmers' Market include: Fresh fruits and vegetables, baked goods (except for soft pies and custards), honey, eggs, flowers, plants, and arts and crafts. Vendors must possess necessary permits or certificates to sell poultry, meat, wild morel mushrooms, or prepared/potentially hazardous foods. You may contact the Johnson County Department of Public Health for these regulations at 319-356-6040. Contact the Farmers' Market Manager with questions about whether or not other items can be sold.
- All pets must be kept on-leash.
- Smoking is not permitted at the Coralville Farmers' Market.
- If the Vendor/Grower or any of its employees, agents or representatives enters the market under the influence of alcohol or drugs, they shall forfeit the stall for the day or the market season. The Market Manager may, at his discretion, close a stall for the day or market season for any inappropriate conduct or activities, or otherwise disturbing the peace by vendor.
- In the event a vendor is permanently dismissed from the Coralville Farmers' Market, no refunds will be issued for unused punch cards or season passes.
- For additional information, contact Matt Hibbard, Coralville Farmers' Market Manager, at 319-248-1750.

Coralville Farmers' Market Vendor Survey

Please take a few moments to complete this voluntary survey. Your responses will help improve the Coralville Farmers' Market for the vendors and the customers. Thanks for your cooperation!

1. At which other farmers' markets are you a vendor?

2. What do you feel are the strengths of the Coralville Farmers' Market?

3. How many years have you been a vendor at the Coralville Farmers' Market?

4. Do you sell certified organic products? (check one)

- Yes – all of my products are certified organic
- I sell organically-grown products, but not certified
- No

5. Are you or will you be certified to accept WIC/FMNP vouchers? (check one)

- Yes
- No

6. Are you equipped to accept credit/debit card payments? (check one)

- Yes
- No

7. Approximately how far do you have to travel to the Coralville Farmers' Market? (check one)

- Less than 10 miles
- 11-25 miles
- 26-50 miles
- More than 50 miles: _____

8. Would you be willing to contribute occasionally to the monthly basket giveaway? (check one)

- Yes
- No

Comments/Suggestions:

Thank you!

Matt Hibbard
Coralville Farmers' Market Manager



2017 Farmers' Market Vendor
Information Form

Name/DBA: _____

Address: _____

Phone: _____ Alternate Phone: _____

Email address: _____

Please circle the types of items you plan to sell.

Fresh Fruits Fresh Vegetables Baked Goods Eggs
Flowers/Plants Handmade Crafts Meats
Other: _____

Market Cost: \$30 punch card (5 punches); \$60 punch card (10 punches)
\$100 season pass
Make checks payable to the City of Coralville.

Market Dates: May 8, 15, 22
June 5, 12, 19, 26
July 10, 17, 24, 31
August 7, 14, 21, 28
September 11, 18, 25
October 4

There will be no Market on Memorial Day, July 3rd, or Labor Day.



HOLD HARMLESS STATEMENT

The undersigned Coralville Farmers' Market Vendor hereby states that in part consideration for being allowed to participate as a Vendor in the Coralville Farmers' Market, I/we shall hold harmless the City of Coralville in its entirety from any and all claims and liability of any nature whatsoever arising out of the sale and/or consumption and use of our produce, goods, and merchandise at said Farmers' Market for the calendar year of 2017.

Signature: _____

Print Name: _____

Address: _____

Telephone: _____

Email: _____

I have read and understand the 2017 Coralville Farmers' Market Rules and Regulations and agree to abide by stated Rules.

Signature: _____

Date: _____

City of Coralville use only.

Approved: _____