



1st Annual

Highland Farmers' Market

Brought to you by: Highland Downtown Development Authority

Corner of Milford Road and Livingston Road

Saturdays 9:00 A.M. – 12:00 P.M.

June 15, 2019 – October 26, 2019 (20 market days)



highlandfarmmarket@gmail.com

Market Manager: Alexandra Glenn (858) 200 – 5709 – Market Day and Market Application Questions

Market Master: Sarina Siljander (248) 762 – 1586 – WIC and other market questions

2019 Highland Farmers' Market Application Form

Vendor spaces are always designated on a first come first serve basis. Please read the Rules & Regulations and contact the market manager if you have any questions or concerns.

Name _____

Business Name (optional) _____

Address _____

City, State Zip _____

Phone _____ Email _____

Please circle your industry (circle all that apply): Produce Plants Eggs Food Garden Artisan Soaps Entertainment

Please Describe _____

I would like to be a WIC project FRESH market vendor (see www.highlandfarmmarket.org for more details)

Annual Rate*

Daily Rate

10'x10' stall (\$200)

10'x10' stall (\$12)

Community Table (\$88)

Community Table (\$5)

Make checks payable to: HIGHLAND DOWNTOWN DEVELOPMENT AUTHORITY or HIGHLAND DDA

*Discount rental fee is available for Annual Rate Vendors who attend 17 of the 22 market days.

Applicant's Signature _____

Date _____

Rules, Regulations & Definitions

- Annual Vendors: Vendors can choose to reserve a consistent spot for the whole season (22 market days paid in advance). Annual vendors must occupy their spaces by 8:45 A.M. or they will forfeit their space and be charged a \$20 fee if no notice was given to the market manager.
- Application: All vendors must have a current-year market application on file.
- Attendance: Market vendors are not required to stay at the market until 12:00 P.M. if they have sold out of their items. However, no vendor vehicles can be driven close to market areas for clean up purposes until the market closes at 12:00 P.M. (Meck lot).
- Bicycles: Bicycles must be walked through the market.
- Clean Up: Vendors are responsible for all of their own clean up and must vacate the property by 1:00 P.M.
- Commissions: No commissions will be charged.
- Community Table reservation: For those vendors wishing to share a market table with other vendors, a Community Table reservation is available for the season or for daily rental.
- Daily Vendors: Vendors who wish to pay the daily rate must check in with the market manager to be assigned a stall or community table spot. Spots are assigned first come first serve. All daily market vendors must have an approved market application and all necessary paperwork on file with the market manager.
- Discount rental fee: Annual vendors who attend 15 of the 20 market days have the option to request a 50% discount of the annual fee that was paid at the beginning of the season. Reimbursement will be paid within 1 month of market ending.
- Display of Goods: Vendor displays should not block the view of nearby vendors. All goods must be contained within the designated space.
- Equipment: All vendors will provide their own equipment, except community tables will be provided for those reserving a community table stall.
- Market Manager: The market manager will be present on every market day.
- Parking: No vehicles or trailers are permitted on unpaved surfaces. Vendors in spots in the northeast corner MUST park their vehicle in their stall (Meck lot). All other vendors MUST park on S John Street or beyond. Township parking spots can be used for Market Vendors. Customers will use street parking.
- Payment by vendors: The market will only accept vendor stall rental payments as cash or check.
- Pets: No pets allowed.
- Permits: Any permits required by local, state, or federal government must be obtained by vendors themselves.
- Refuse: Vendors are responsible for carrying all trash they produce off site. No public trash receptacles will be provided.
- Sale Items Permitted: all items sold at the market must be locally grown and locally made
 - Michigan grown produce
 - Michigan grown plants
 - Michigan-based food service (bakery, food truck, etc.)
 - Handmade garden artisan work, local Michigan artisans only
- Sales Tax: Vendors are responsible for their own sales tax. For questions regarding sales tax, please call Michigan's Department of Treasury at 517-373-3200. You must submit a copy of your sales tax license with your market application.
- Setup: Vendors are welcome to begin setup at 8:00 A.M. and must be ready for sales when the market opens at 9:00 A.M.
- Solicitation: No solicitation outside of the designated rental spaces is permitted. General public areas and areas within 300 feet of the market area cannot be used to conduct any solicitation or sales.
- Stall rental: Stall rentals are designated 10'x10' areas reserved annually or daily.
- Utilities: Water is not available. Electricity is not available. One Port-a-John will be available.
- Walkways: Walkways should be kept open for pedestrian traffic.
- WIC: If you would like to accept WIC coupons, please see the market manager.

Highland Farmers' Market Map

S John St/Township Parking

Milford Road

Toilet

1
2
3
4
5
6
7
8
9
10

11
12
13
14

Meck Realty

15
16
17
18

Livingston Road

Livingston Road

19	20	21	22	23	24	25	34
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26	37
27	38
28	

Home Again

35	36
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29

Farmer's Insurance

30
31

Milford Road

32
33

How to Be a Successful Farmers' Market Vendor

1. **Market Rules** – Know the market rules and follow them. The Market Manager and/or Market Master will be monitoring all vendors for compliance.
2. **Start Small** – don't over exert yourself physically or financially burden yourself.
3. **Show Up** – every time! Repeat customers will become your best buyers. Customers look for consistency in vendors before they place their trust and money in them.
4. **Customer Experience** – Customers are not only stopping by to buy things. They are there for an experience. Think of little ways you might enhance customers experiences (i.e. samples, freebies, visit with them, etc.).
5. **Identify Your Niche** – Find a theme that your products fall under. Capitalize on that theme, even if not all of your products fall into the category. This will make your booth memorable to customers.
6. **Booth Name** – Give your booth a name for people to remember you by. They might not remember the “farmer in stall 24” whereas they'll be more likely to remember “The Salsa Farmer” for the farmer who sells products that could be made into salsa.
7. **Introduce Yourself** – Meet other vendors and customers, even if they aren't your customers at first.
8. **Remember your customers' names.**
9. **Research** – Research to see what sells best at farmers markets.
10. **Display** – Create a basic but nice display.
11. **Labels** – Label all of your items and price them clearly! Many market attendees will likely browse past if signage isn't easy to understand. They want to know how much something costs without having to ask.
12. **Market yourself!** – Share often regarding what you're bringing on the Highland Farmers' Market Facebook page. Tell everyone you know or see about the market.
13. **Bags for Customers** – Bring bags for your customers. This year the market does not provide bags for vendors. Customers are likely to purchase more if you make it easy for them to take it home.
14. **Show abundance** – Create an illusion of abundance on your table. Stack your products high! Customers will perceive that you have more product if you display it vertically rather than horizontally. An idea might be to use wood crates stacked sideways to create temporary shelves.
15. **Clean Up** – You represent your product. Dress nicely but comfortably and clean up before coming to the market. Don't forget under your fingernails all you gardeners!
16. **Stand Up** – Bring a chair because three hours can get to be long, but try to stand up as much as possible. This shows a customer you are attentive and ready to engage with them.
17. **Learn to Multitask** – if a customer interrupts you while you're with another customer don't ignore them. Answer questions while serving customers.
18. **Become an Expert** – Be an expert in what you sell. If you sell potatoes, know what kind they are compared to others. Customers want to learn from you.
19. **Pictures** – Customers want to know where their food is coming from. Display pictures of your farm!
20. **Share recipes** – Give suggestions for how your foods can be used in different recipes or meals.
21. **Smile!** – Be friendly and talkative.