

DRAFT 6/21/18

The following are producer only guidelines to assist the market manager in the assessment of new applications. These are guidelines recommended by the Public Market Advisory Commission, though the manager has the authority to make the final decision on individual applications using the criteria as dictated in the Market Operating Rules, section II.2.:

Producer: A Producer is a 1) vendor who grows and/or raises and offers for sale one or more of the following items: fresh produce, edible fungi, edible grains, meat, fish, dairy, eggs, live plants, cut flowers, apiary products, maple syrup and sugar, and/or 2) a vendor who makes and offers for sale value-added and prepared food.

... Artisan: An Artisan is a vendor who uses creative skills in manufacturing or arranging materials resulting in a finished product, and offering for sale one or more of these created products such as: toys, furniture, jewelry, decorative items, holiday greens, apparel, and pottery, etc. Vendors must use considerable time and effort to produce a finished product, as determined by the Market Manager.

... Mobile Food Vendor: A Mobile Food Vendor is a vendor who sells food items that the vendor produces for immediate consumption which are prepared by the vendor at the Market in a licensed unit or prior to the Market in a licensed kitchen.

These guidelines are created with the following intentions:

- Define what “producer only” means for certain products, to determine the level of involvement a producer, artisan, or mobile food vendor should have in the creation of their product
- Outline terms that are realistic and follow common practices
- Recognize the imperfect definition of “producer only” and set priorities for choosing vendors, such as use of local ingredients, uniqueness, quality, capacity, and a current availability at market
- The manager should maintain final say and judgement over applications as is currently outlined in the Operating Rules, as each is unique and must be considered on a case by case basis, while keeping in mind these intentions
- These guidelines do not preclude any *current* vendor from selling a product that has already been approved, but are for when considering new additions

#### T-shirts/clothing

Clothing and t-shirts should either be sewn by the artisan, or graphics should be designed and silk screened by the artisan themselves onto the material. The vendor should avoid having an outside company(ies) both make the shirts and copy the design onto them, *unless significant artistic effort has been placed into the design, as determined by the manager.*

#### Meat

The Ann Arbor Farmers Market recognizes that it is common practice for meat vendors to purchase feeder animals, raise them and then process them for meat. Each animal type has a different lifespan, so it is difficult to determine an exact amount of time an animal should spend in the care of the producer to be considered raised by them. Therefore, to be considered as produced by a vendor, the Public

Market Advisory Commission recommends that an animal be in the care and possession of a vendor for at least 50% of its life, before being processed and brought to market.

#### Tea

Best practice: Ingredients are grown, dried, and packaged by the vendor. Minimum: Vendor must create their own custom blends and package the tea themselves. Priority will be given to vendors using local ingredients.

#### Plants/Seedlings

The Ann Arbor Farmers Market recognizes that it is common practice for plant and vegetable vendors to purchase seedlings from an outside source, raise them and then sell them as plants at market. Each plant has a different lifespan, some are annual and perennial, and so it is difficult to determine the exact amount of time a plant should spend in the care of the producer to be considered raised by them. Therefore, to be considered as produced by a vendor, the commission recommends that a plant be in the care and possession of a vendor for at least 3 weeks for annuals, and ----- for perennials.

#### Enforcement

- (A) During review of a new application, the Market Manager should ask for further details for any product to determine whether or not it fits the above guidelines
- (B) During inspection, the Market Inspector will ask for information about the aforementioned products, as applicable, to ascertain whether or not they qualify. If they do not qualify, the inspector will inform the manager in his/her inspection report
- (C) If there is a question as to whether or not a vendor meets producer only qualifications that the Market Manager cannot decide, the Public Market Advisory Commission may review the application and give its recommendation