



FROM THE GROUND

Farmers Market Collective

Outline

Who is From the Ground – Market
Manager Introduction

Cottage food law

Vendor Opportunities

Specific Market topics

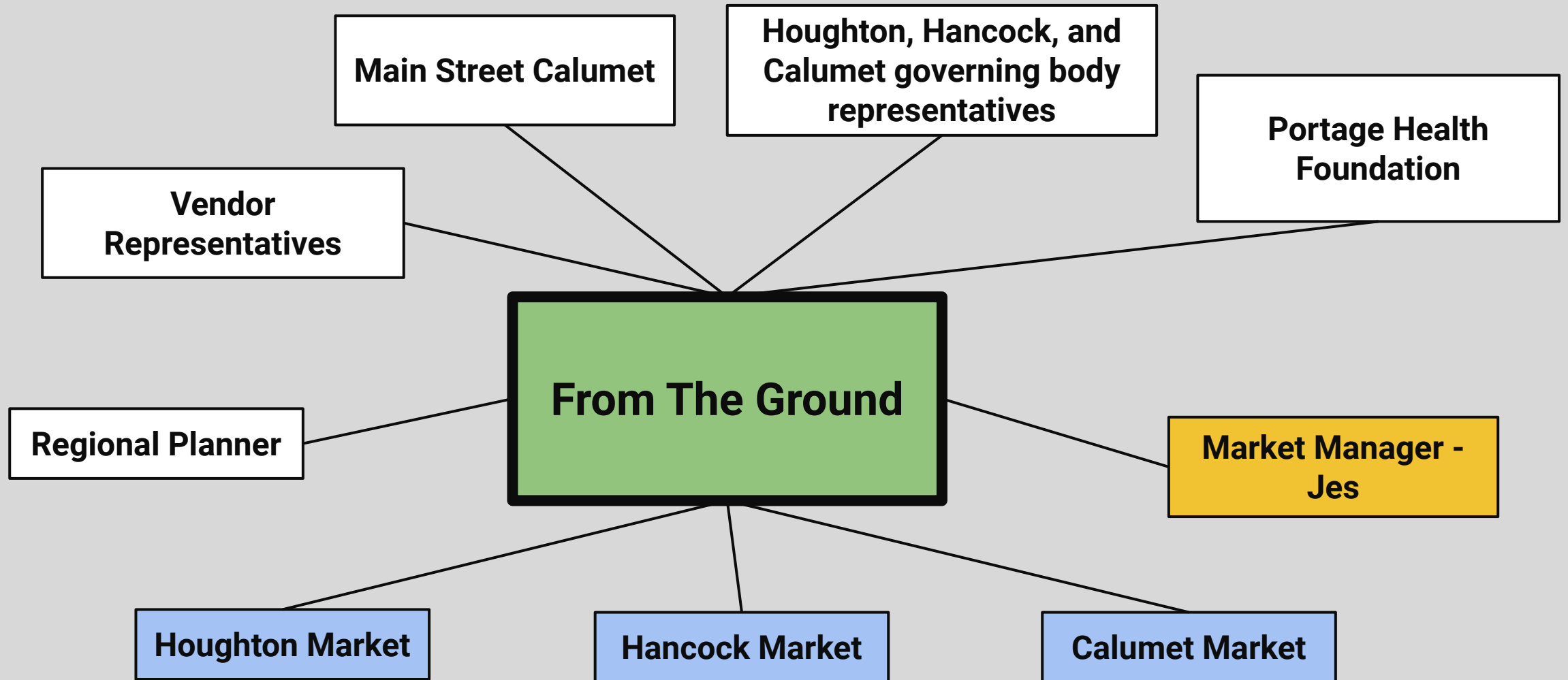
- Houghton Market
- Hancock Market
- Calumet market

Food Access Programs

Questions?



Who is the From The Ground Farmers Collective?



Market Manager - Jes McQuinn

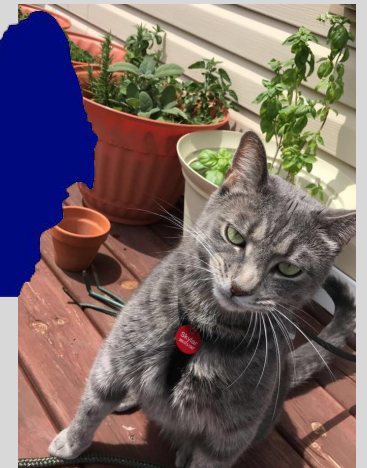
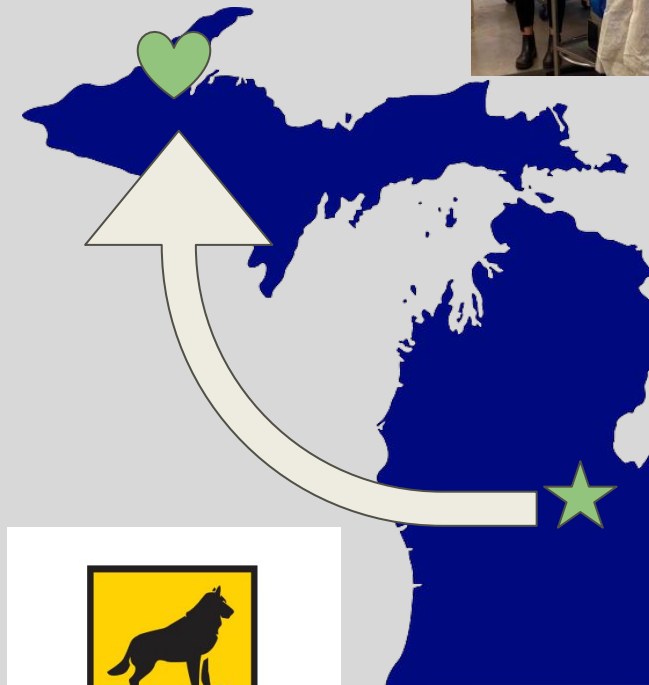
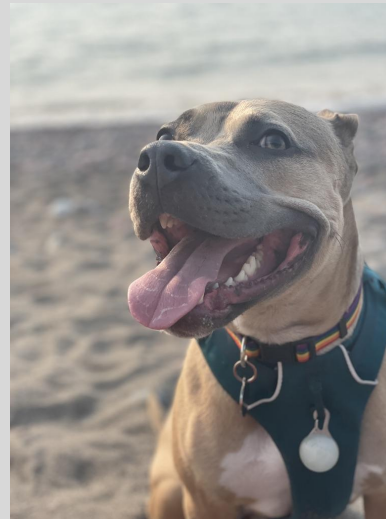
Originally from downstate, moved to the UP in 2019

7 years as a McDonald's manager

MTU - Medical Laboratory Science

Hobbies:

- Cooking
- Woodworking
- Exploring the Keweenaw
- Travel
- Music





From The Ground

Selling Products at Farmers Market in Michigan

- 2022 Michigan Cottage Law for bakery and other value-added edible products
- Egg sales
- USDA certified meat sales and licenses
- Food safety suggestions for hot food

More information can be found at: [MDARD - Michigan Cottage Foods Information](#)



Opportunity

Showcasing your goods!

Set up timing

Timeline of the market

Pricing and money management

Weather Issues

Open vendor communication:
complaints and market problems

Small Business- Michigan SBDC

Michigan Farmers Market
Association – Mifma.org



parents is something I will never take for granted again.

As far back as I can remember my family and extended family have always celebrated together by sitting down and breaking bread.

It has always stuck with me. I love feeding others and giving them my time, I'm return I always get so much back.

Do you and your family/friends sit down to share with each other regularly? What are your family flavors? Traditions?

View Insights

Liked by moon.lightmeadows and 77 others

JULY 12, 2021

Add a comment... Post

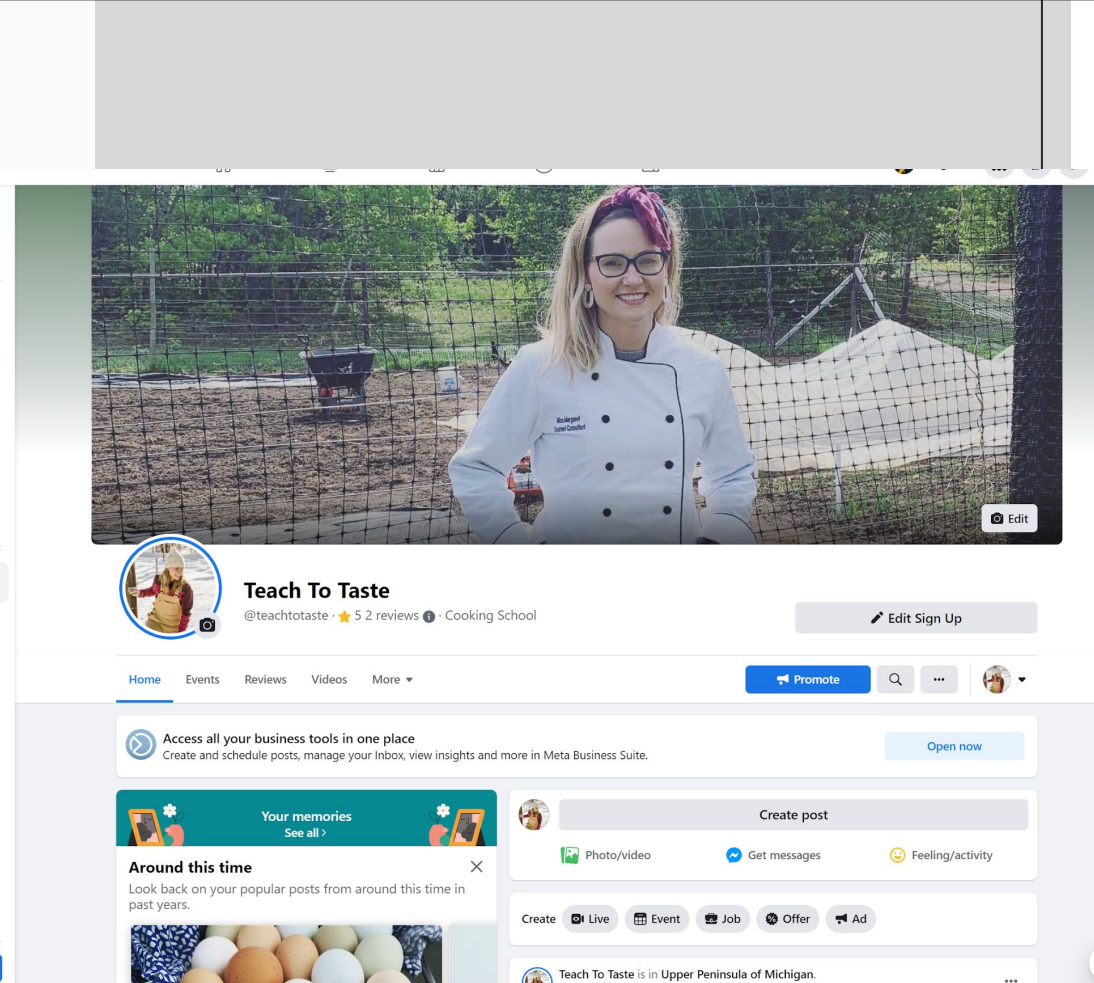
More posts from teachtotaste



Social Media Ideas: Facebook and Instagram

Communication suggestions

Creates a vibrant, exciting community for local food and fresh flavors



All Market Policy

- You must complete a From the Ground Farmers Market application. Vendor fees are due before the market start date
- You are strongly advised to participate in SNAP, DUFEB, WIC, Senior Project Fresh, Prescription for Health \and any other programs available
- You are strongly advised to accept Credit/Debit tokens
- 90% of products must be locally made or produced by vendor and vendors must live within 100-mile radius
- Abide by the state cottage food laws (food safety regulations per MDARD) **Does not apply to non-food vendors**
- Show up on time, no leaving early

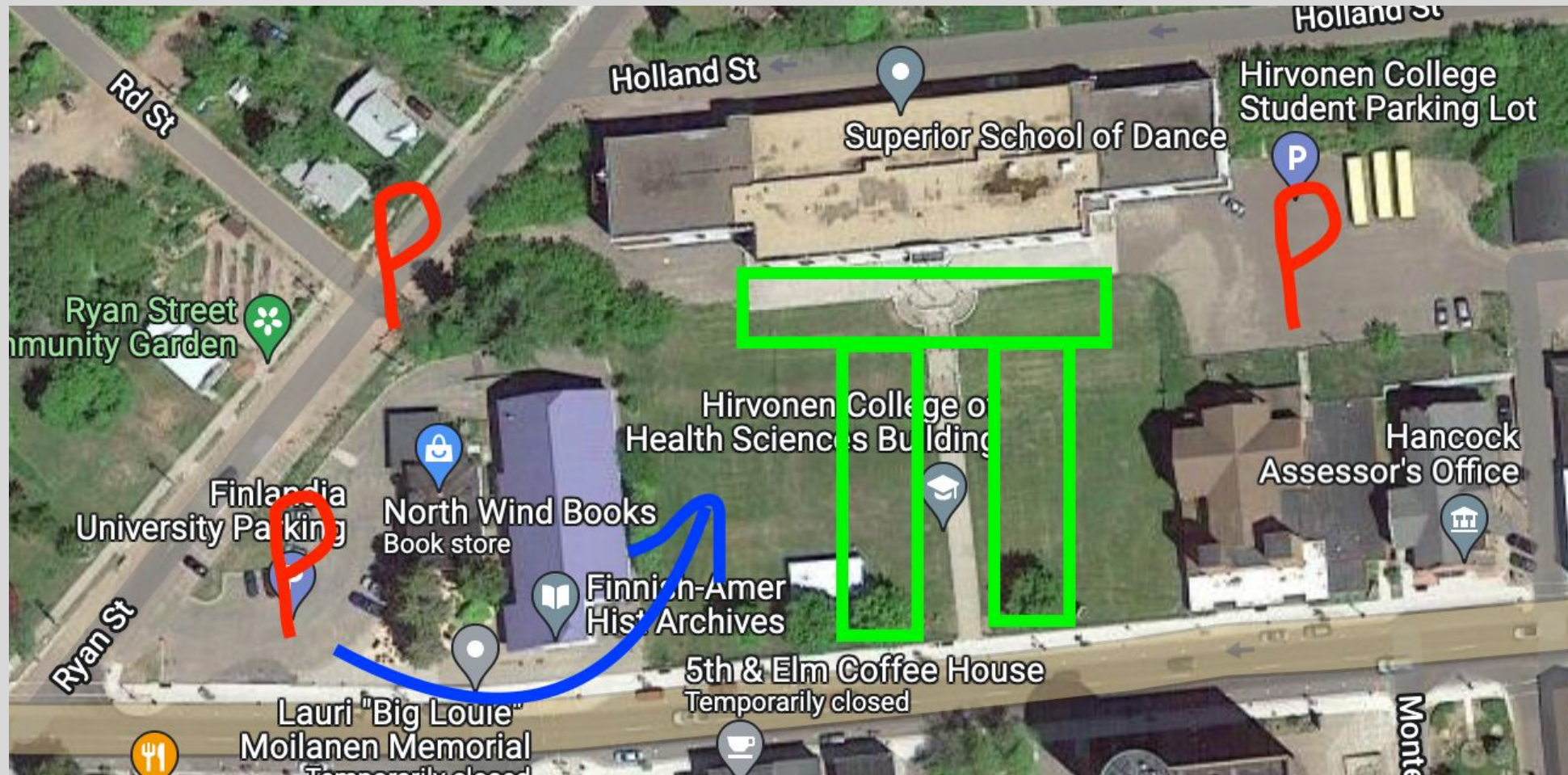
Policy, Cont.

- Have weights for tents
- No pets allowed in food vendor stalls (per MDARD)
- No smoking or drinking alcohol
- No cables or obstructions in the pedestrian right of way (safety regulations per MDARD)
- The market will occur rain or shine
- Important market notifications will be posted on From The Ground social media pages
- Full season and scheduled daily space vendors must provide communication with the market manager for absence. 2 warnings for unexcused absence, then withdrawal without refund
- It is the responsibility of the vendor to comply with all local and state regulations and ordinances governing farmers market sales

Hancock Tori and Farmers Market
QUINCY GREEN - 417 Quincy Street Hancock
Thursdays 3:00 to 6:00 pm



Hancock Layout



Vehicles are **ONLY allowed** to drive on Quincy Green **to unload** products (2:00 to 2:55 PM) **and load up** at the end of the Market from (6:05 to 7:00 PM). An area for driving must be left available closest to the staircase to allow vehicle access up to 2:55 PM.

Vehicle must enter and exit at the driveway near the Finnish American Heritage Center.

Parking for vendor vehicles is available at Northwind Books, along Ryan Street, behind City Hall in the Finlandia Lot, empty spots along Montezuma or behind Huntington Bank. Please avoid parking on Quincy Street in front of Quincy Green.

No vehicles are allowed to remain on Quincy Green during the Hancock Tori and Farmers Market from 3:00 to 6:00 PM unless cleared by the City of Hancock as a part of a special exhibit.

Tents will be set up **along the sidewalk** as in the previous slide to allow easy access for customers. Space will be made available around each tent to walk without interfering in your neighbors spot. A **port-a-let** is available for all to use.

Vendor spaces will be identified prior to the first market for set-up with produce vendors and artisans mixed throughout the entire market. The Market Manager will have Space #1 for welcoming vendors and customers, providing a site for food access programs and for any special events or announcements.

If you or your neighbor **need help** during setup or take down, please let the Market Manager know. We are here to help however we can.

The **trailer** holding tents, tables, chairs, sandbags and other supplies will be available on Quincy Green for those requiring equipment.

Houghton Farmers Market

NEW LOCATION: 56 Huron St., Houghton, On TOP of the downtown parking deck, behind Swifts and KBC

Tuesday from 4:00 - 7:00 pm



Houghton Layout



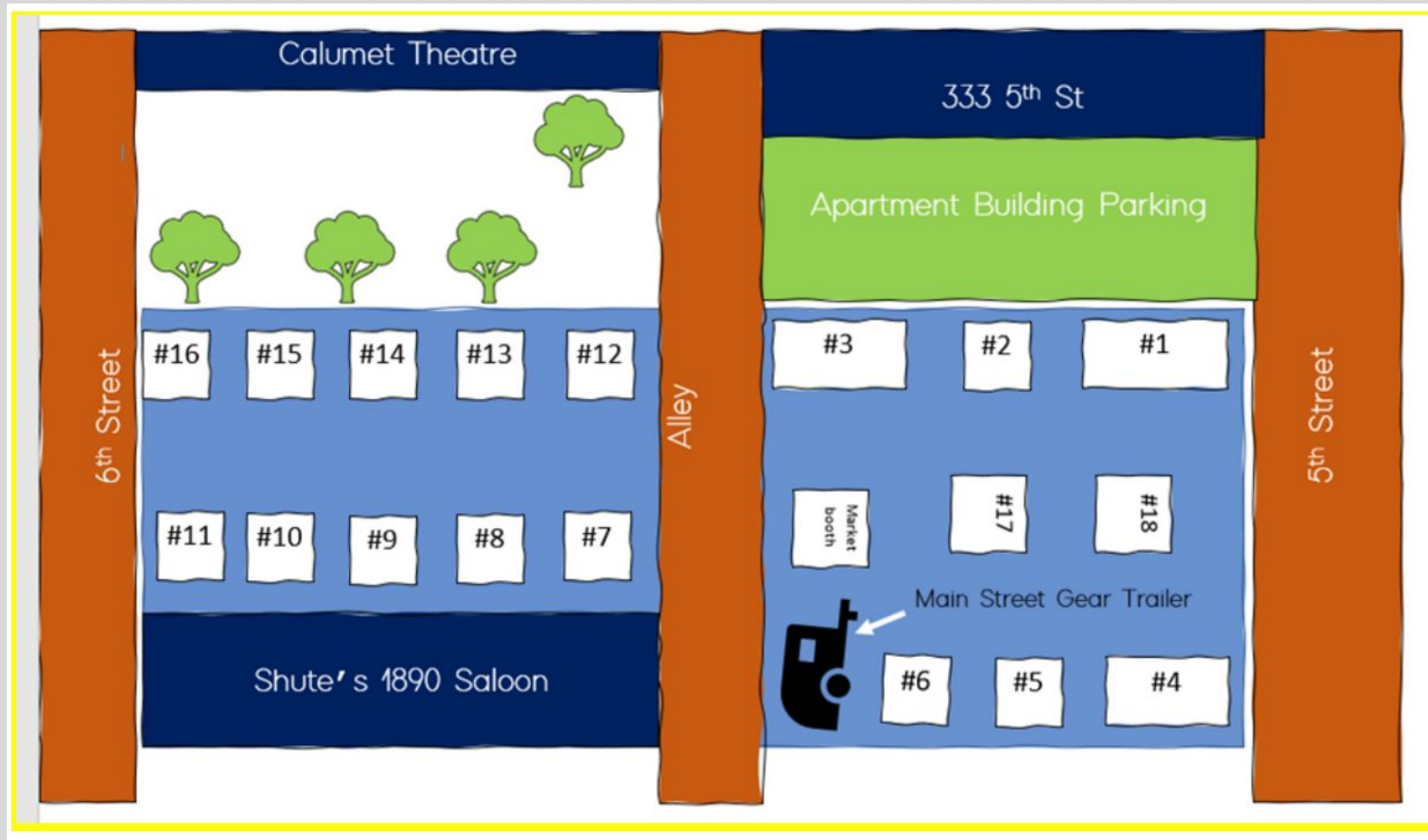
Calumet Farmers Market

304 6th Street, Calumet

Saturdays from 10:00 AM - 2:00 PM



Calumet Layout



Calumet Market Information

Loading/Unloading: There are only a few spots that allow for on-site parking. Please plan on loading/unloading from the alley, 5th or 6th Street and then moving your vehicle. Please do not block the alley!


Please leave close to site parking for customers.

Please check the site map, posted on the trailer, to see where your spot is for the day. The Market Manager can help with exact locations.

Please do not park in the adjacent apartment building lot beyond unloading. They WILL tow.

Site layout is in development. Due to high demand for space (some days with 30 vendors) we will have to make adjustments! Also trees have been removed so goodbye shade, but hello more space.

No early sales policy.



Food Access Programs

Products	SNAP/EBT Bridge Card	Double Up Food Bucks	WIC Project FRESH	Sr. Project FRESH/Market FRESH	Aspirus Produce Rx	UP FAM Prescription for Health
Fresh MI-Grown Fruits + Vegetables	Y	Y	Y	Y	Y	Y
Fresh Herbs	Y	Y	Y	Y	Y	Y
Food Producing Plants	Y	Y	N	N	Y	N
Mushrooms*	Y	Y*	Y*	Y*	Y	N
Maple Syrup	Y	N	N	N	Y	N
Honey	Y	N	N	N	Y	N
Baked Goods	Y	N	N	N	Y	N
Jams & Jellies	Y	N	N	N	Y	N
Meat, Dairy + Eggs	Y	N	N	N	Y	N
Hot, Prepared Foods	N	N	N	N	Y	N

*Fresh mushrooms only.

This will be provided to each vendor at the first market ONLY

Vendors are encouraged to keep these and bring them to markets throughout the season

Tokens

Credit/Debit (Will be green with new logo)

SNAP/EBT

Double Up food Bucks

Prescription for Health

Cannot give change

Cannot exchange for cash

Different items allowed for each token

Signage required

Turn tokens in to the market manager for reimbursement



EBT / SNAP

Display prices and SNAP/EBT signage

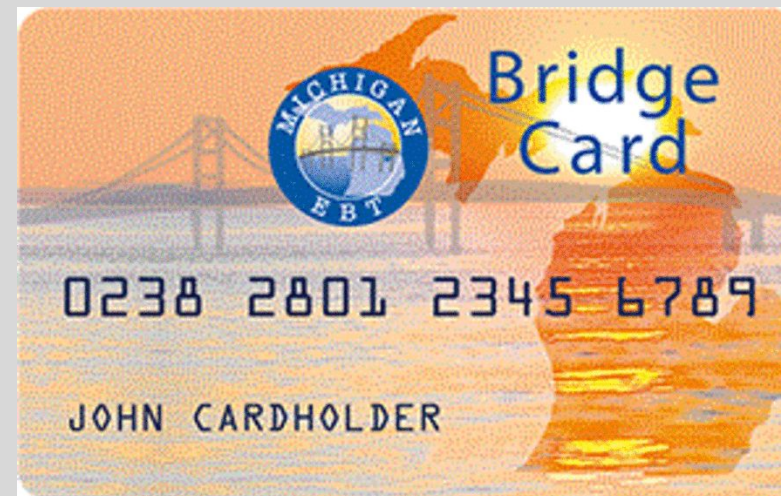
Competitive pricing

No sales tax should be collected on SNAP purchases

Vendors cannot charge the SNAP program for items not collected

Tokens must be spent on approved items

- Breads and cereals
- Fruits and vegetables
- Fish
- Poultry and dairy products
- Seeds and plants intended to grow food



Double UP Food Bucks

Display proper signage

Competitive pricing

Only accept tokens for eligible items

- Fresh fruit and vegetables grown in the state of MI (and provide proof of grow location, upon request)
- Plants and seeds that produce food
- Cut herbs and herb plants
- Mushrooms



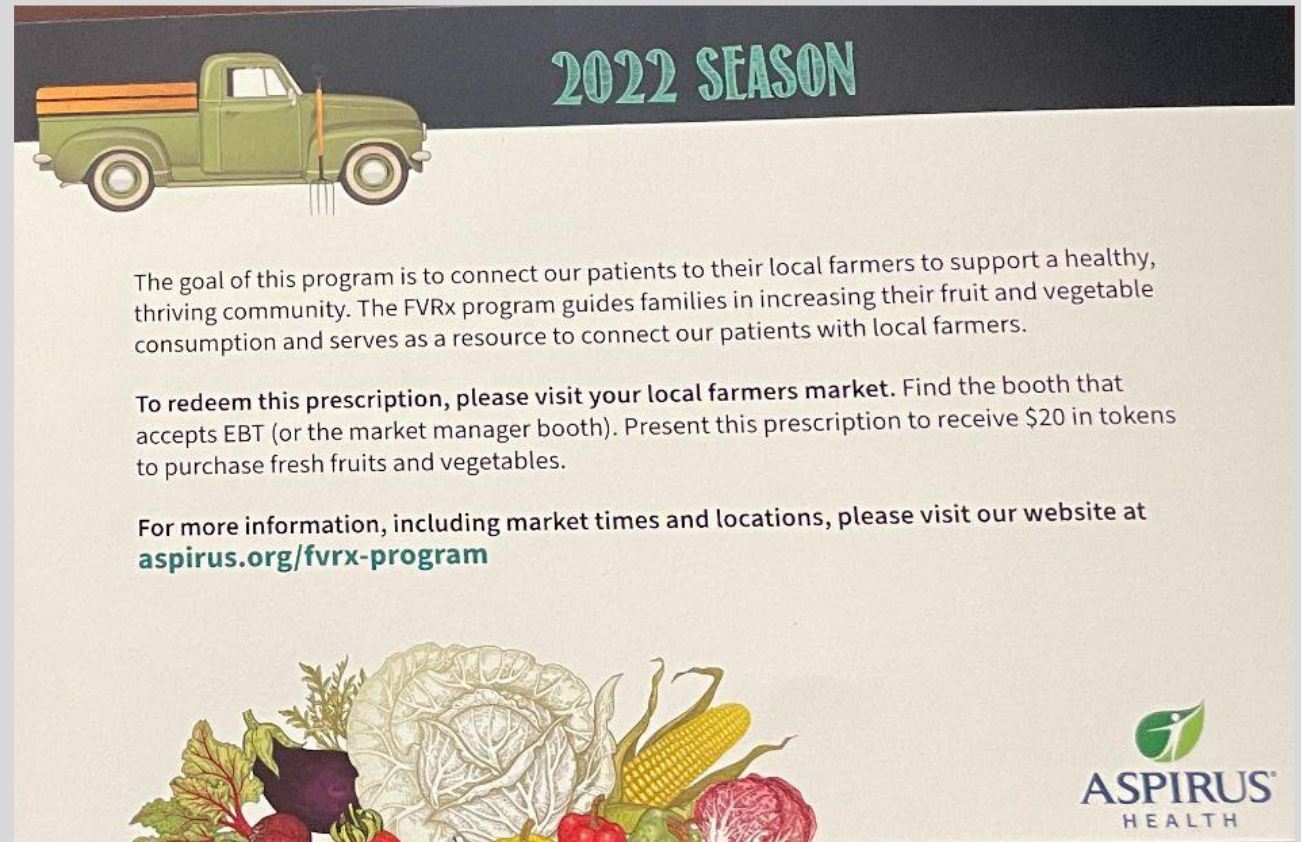
Prescription for Health (Aspirus)

Patients are given a voucher that must be exchanged for tokens at the Market Manager Booth

Tokens have a \$1 value and are grey

Tokens can be used on any food products, including hot and prepared food

No cash change or exchange



Coupons

No cash change or exchange of coupons for cash

Vendors are encouraged to “round” up or down with product, not currency

- Example: an order totalling \$3.50 cannot be refunded \$0.50 after paying \$4 in coupons, vouchers, or tokens. They CAN be given an extra handful of beans, herbs, or other eligible product

All coupons should be signed by the customer

Vendors must mark all coupons with their vendor number

Coupons should be returned to the market manager for reimbursement

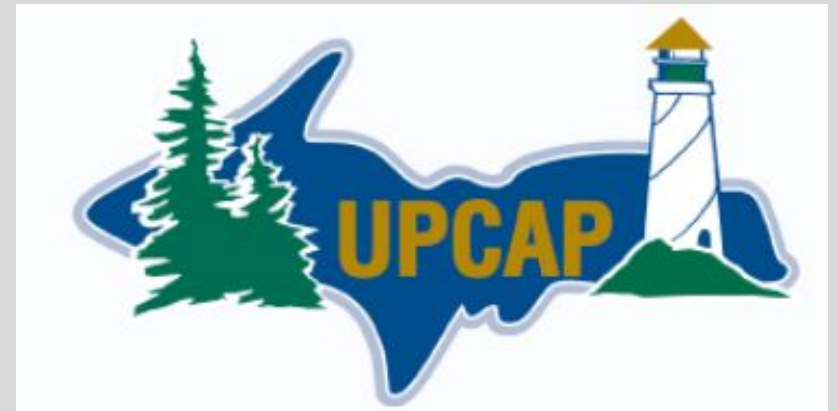
Prescription for Health

Program Host: UP Commission on Area Progress (UPCAP)

Referral Partner: Upper Great Lakes Family Health Centers

Patients receive \$15 per week (vouchers sent monthly)

Each voucher is worth \$1




Senior Project Fresh

\$2 MICHIGAN DHHS AGING & ADULT SERVICES AGENCY
SENIOR FARMERS NUTRITION PROGRAM
MARKET FRESH **\$2**

This coupon is good for Michigan-grown, unprocessed products.
May only be used at farmers markets and roadside stands displaying the sign
"Senior Project FRESH/Market FRESH Welcome Here"

SAMPLE

MARKET MASTER NUMBER	FARMER NUMBER	Signature of Market Fresh participant
192597		

COUPON EXPIRES OCTOBER 31
Market Master must submit for payment by November 17

No change is permitted Please see list of eligible items

Fill in your farmer number here

Ensure the client has signed their coupon

5 coupons of \$5.00 each (total of \$25.00) given to eligible individuals

No cash change can be given if the customer spends less than the \$5.00 voucher

Vouchers are ONLY redeemable for:

- fresh fruit
- fresh vegetables
- Fresh mushrooms

WIC Project Fresh

Verify

- Coupon expiration date
- Valid signature
- That YOU have filled out your vendor number

Display proper WIC signage and pricing of all authorized fruits and vegetables

Provide ONLY locally grown, fresh, unprepared fruits and vegetables in exchange for coupons

\$5
No Change Permitted

Michigan Department of Health and Human Services
Farmers' Market Nutrition Program
WIC Project FRESH

This coupon is good for fresh fruits and vegetables only.
Redeemable only at WIC authorized farm markets and roadside stands.

Signature of Project FRESH Participant/Proxy

WIC MARKET MASTER NUMBER **FARMER NUMBER**

Coupon expires October 31
WIC Market Masters must submit coupons for payment by November 15

\$5
No Change Permitted

Fill in your farmer number here

Ensure the client has signed their coupon

HuskyFAN

Still finalizing details for this season!

Paper coupons will be worth \$1

Coupons will be able to be used on any food products

Open to MTU students AND any community members



Fill out this form and return all tokens, coupons, and vouchers to the market manager following EVERY market

Reimbursement totals will be paid out every two weeks

A check will be mailed out to the address on file

**From the Ground Farmers Market Collective
Vendor Reimbursement Form**

Market: <input type="checkbox"/> Houghton <input type="checkbox"/> Hancock <input type="checkbox"/> Calumet	Vendor Name:
	Vendor Number:
	Date:

Program Name	Token/coupon quantity	Total \$ value	For Office Use
Credit/debit Tokens (\$1 each)			
SNAP Tokens (\$1 each)			
Double UP Tokens (\$2 each)			
Aspirus Tokens (\$1)			
Senior Project Fresh Coupons (\$5 each)			
WIC Coupons (\$5 each)			
Prescription for Health vouchers (\$1)			
HuskyFAN coupons (\$1)			
Total:	#	\$	

☐ I understand that checks will be mailed to the address provided on my vendor application and that reimbursement will occur every two weeks.



Questions?