



2021 Information for Vendors:

The Coralville Farmers' Market is held every Monday evening, **4:30-6:30 p.m.**, from **May 17, 2021** through the first Monday in October. The Market takes place on the northside of E. 9th Street in Iowa River Landing in Coralville.

How do I become a vendor?

To be a vendor at the Coralville Farmers' Market, complete the Vendor Information Application and the Hold Harmless Statement, read through the Coralville Farmers' Market Rules and Regulations, and make your submission online.

How do I get a stall?

"Stalls" at the Coralville Farmers' Market assigned based on availability for season pass holders. Punch-Card members will supplement based on availability. There are a limited number of spaces (about 25) at each Market. Vendors should park as close to neighboring vendors as possible. Vendors are allowed to arrive and begin setting up at 3:45 p.m. on Market days. Vendors are not permitted to arrive prior to that time to "reserve" a space. All vendors must arrive by 4:20 p.m.; vendors who arrive later than 4:20 may 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 2020 punch card for the 2021 Market). A limited number of season passes, which include a reserved stall space, are available for \$85 each. Checks should be made to the Watts Group.

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 require 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 25) or Labor Day (Sept. 7).

Can I accept WIC vouchers?

In order to accept WIC (Women, Infants, and Children) or FMNP (Farmers' Market Nutrition Program) vouchers, vendors must attend state-led training and be certified. For more information, call the [Iowa Department of Agriculture and Land Stewardship](#) at 515-281-5321. Vendors who accept WIC and FMNP vouchers must attend 90% of Market days and remain on-site for the duration of Market hours (5-7 pm).

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.

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 4:20 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.

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. A schedule for Farmers' Market Music and special events will be posted when available.

For any other questions, please contact Watts Group, at 319-338-4100.

2021 Coralville Farmers Market Rules and Regulations

- The 2020 market dates are Monday, May 17 through Monday, October 25. Market days are held each Monday from 4:30-6:30 p.m. with **set-up time beginning at 3:45 p.m. Vendors are not permitted to arrive or begin setting up before 3:45, and all vendors must arrive before 4:20p.m.** The Market takes place on the northside of E. 9th Street in Iowa River Landing in Coralville.
- **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 \$85. Checks should be made to Watts Group. 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 may 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 may be called.
- **NO selling or exchange of money ahead of time will be allowed.** When the bell rings at 4:30 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 Watts Group at 319-338-4100.