



FARMERS MARKET

EVERY TUESDAY | 4 - 6 PM
JUNE 4TH THRU SEPT 10TH
NORTH SIDE OF DOWNTOWN SQUARE

A farmers market is a fantastic place to learn about
your community's food system, give local growers
your support, and enjoy fresh, healthful food.



Contents

Introduction.....2

Farmers Market & Times.....2

Product and Merchandise Guidelines.....3

Farmers Market Fees.....4

Applying to our 2024 market.....4

Farmers Market Set-Up.....5

 1. Set-Up Hours.....5

 2. Set-Up Regulations.....5

Vendor Requirements.....6

 1. Attendance.....6

 2. Liability Insurance.....6

 3. Sales Tax.....7

 4. Health Inspection.....7

Other Policies & Information.....7

 1. Coronavirus safety guidelines.....7

 2. Severe Weather Protocol.....8

 3. WIC FMNP and Food Stamps.....8

 4. Day of Parking.....8

 5. Restrooms.....9

 6. Jasper County Courthouse/ Downtown Businesses.....9

 7. Vendor Compliance Checklist.....9

Legal Agreement.....10

Important contact information for the market.....11

Coronavirus Vendor Guidelines for the 2024 Newton Farmers Market.....11

A. Introduction

The Newton Farmers' Market began in the 1980s, started by local attorney and Chamber of Commerce member Herbert S. Selby. The Market features a variety of vendors and has something for everyone. Join the market on the Northside of the Square every Tuesday, June through September.

Vendors offer fresh produce, arts and crafts, prepared foods, baked goods, specialty foods, flowers, plants and more. Join the market on the Northside of the Square every Tuesday, June through September. In addition, free live music is offered each week during the farmers market and food truck.

Meet your friends and neighbors in Main Street District for this free event!

Key information to Know:

- **Registration for our market is online starting February 1st.**
- Visit <https://www.newtoniowamainstreet.com/>

B. Farmers Market Dates & Time

Farmers Market Dates & Times The 2024 Newton Farmers Market will begin on the first Tuesday, June 4, 2024 and be held every Tuesday through September 10, 2024. The Newton Farmers Market is from 4 - 6 pm

February 1st	Applications Open
April 1st	Applications Due
May 1st	Vendor Fee Due

C. Product and Merchandise Guidelines

The primary focus of the Newton Farmers Market is Iowa grown produce and other farm items— all other merchandise will be limited at the discretion of NMS Board/Management. Merchandise available for sale must be produced or grown in your individual home or business. Mass produced or franchised items including Avon, Mary Kay, Pampered Chef and Tupperware, etc. will not be allowed. NMS reserves the right to refuse acceptance of any vendor or item that is not in keeping with the rules or quality of the Newton Farmers Market.

Newton Farmers Market includes seven categories as defined below:

1. **Produce:** Certified organic produce, chemical free produce, and Iowa home grown produce. Produce grown outside of Iowa will be allowed only when such items are not in-season locally. Out-of-state produce must be pre-approved when such items are in-season locally.
2. **Plants & Floral Products:** Fresh and dried flowers, seeds and potted plants.
3. **Meat, Dairy & Eggs:** Farm raised meat, dairy, and egg products, such as beef, chicken, turkey, cheese, milk, ice cream, eggs, etc.
4. **Baked Goods:** Breads, pies, cookies, etc. and other homemade baked goods.
5. **Specialty Food Items:** Specialty homemade food items that are not considered baked goods, including honeys, mustards, salsas, jams and other homemade food items.
6. **Wine & Beer:** Wine and beer products made in Iowa.
7. **Crafts:** Homemade home décor items (candles, soaps, handmade jewelry, and other art items). Because the crafts category is very broad, it is important to maintain a high level of quality for our market. All vendors in this category must include adequate photos of each type of item that will be sold in each booth when you apply online.

D. Farmers Market Fees

Full-time Vendor	\$150.00
Part-time Vendor	\$80.00

Vendor agrees to pay for the entire 2024 market session or \$20 per market. Checks should be made out to Newton Main Street. Vendors selling any type of food product (this applies to produce, baked goods and all other locally made or locally grown food products) agree to pay a fee May 1st, 2024 one month prior to the market day on which they intend to participate.

E. Applying to our 2024 Market

To be considered for a full-time seasonal space, applications must be received through our website by 11:59pm on Monday, April 1st, 2024. All applications received after this date will automatically be placed on a waitlist and be accepted on an available space basis. Each market space is approximately 12' wide x 12' deep. No more than two continuous market spaces may be purchased, there is additional fee for the extra space. Spaces fill quickly and a limited number of spots in each category are available. NMS management recommends submitting your application as early as possible, especially if you will be a new vendor. It is the sole responsibility of NMS to fill vacant spaces—vendors may not sublet space. NMS retains the right to approve and facilitate all arrangements for sharing a space. Preference of location requests should be noted on the application. Space preference will be considered but is not guaranteed for any vendor.

By submitting an application online, potential vendors acknowledge they have received, understood, and agreed to follow all the policies and procedures set forth by the Newton Main Street (referred to as NMS) as stated herein. NMS reserves the right to remove any vendor at any time for failure to comply with the Farmers Market Policies and Procedures. Disregard for any guidelines established in this document will be just cause for action to be taken. NMS retains the right to prohibit a vendor from participation in the Newton Farmers Market, without refund.

2024 Newton Farmers Market Polices & Procedures

Application timeline:

- **February 1st – Go to [Newton Farmers Market](#) and apply.** Every vendor must apply online. Your application is not considered received until you have also submitted your application and confirmation email back with payment method arranged.
- **May 1st– We will begin assigning spaces to everyone with complete and received applications.** You may not see any change to your application right away, so please be patient. You will receive a notification when we update your application. Wait-list means we are not able to assign you a space yet, you have not paid your application fees, or you applied after the April 1st deadline.
- **NOTE: Any space assignments are subject to change at any time.** This includes after the market has opened for the season.
- **May 2 – Opening day of the market.** Remember that season payments are due in full BEFORE you set up at your first market, unless you set up a payment plan IN ADVANCE.

F. Farmers Market Set-Up

1. Set-Up Hours

Set-up will begin at 3:00 p.m. each Tuesday. Vendors may not set up prior to 3:00 p.m. NO EXCEPTIONS. We have limited staff to clear the streets safely of all signage and vehicles. We need our space to clear the street, so you have your space to set up. Vendors not set up by 4:00 p.m. will have their spaces reassigned or have tables setup in their booth space. If you will be arriving late or not attending the event, please notify the NMS office at (641) 791-9617. Official market hours are 4:00–6:00 p.m. **Vehicles are not allowed to drive on N 2nd Ave from 3:00-6:30 p.m. during Farmers Market.**

2. Set-Up Regulations

Vendor spaces are set up as follows: will be allotted a 12' x 12' stall. Maximum vendor booth or table length is 11 feet, to allow for side setbacks between vendors or one 12' x 12' tent. If more space is needed, please contact the market manager, who will make accommodations if possible. There will be an additional charge for bigger than a 12' x 12' space. The vendor's booth should be set up facing the street. Vendors must provide all set up materials (tent, tables, signage, etc.)

2024 Newton Farmers Market Polices & Procedures

Electricity is not available for vendors at the Newton Farmers Market. If you require electricity, you are required to provide your own generator. All generators must be muffled to respect Newton residents, merchants, and customers. (Suggested generator - Honda EU3000is or equivalent with a volume of less than 60dB). Without refunding vendor fees, NMS may request a vendor to leave if the vendor's generator is deemed too loud.

G. Vendor Requirements

1. Attendance

Set-up will begin at 3:00 p.m. each Tuesday. Vendors may not set up prior to 3:00 p.m. NO EXCEPTIONS. We have limited staff to clear the streets safely of all signage and vehicles. We need our space to clear the street, so you have your space to set up. Vendors not set up by 4:00 p.m. will have their spaces reassigned or have tables setup in their booth space. If you will be arriving late or not attending the event, please notify the NMS office at (641) 791-9617. 3 times of no show or no call, NMS reserves the right to place someone in your space and you will be reassigned to another location that is vacant. Official market hours are 4:00–6:00 p.m. **Vehicles are not allowed to drive on N 2nd Ave from 3:00–6:30 p.m. during Farmers Market.**

2. Liability Insurance

All Newton Farmers Market vendors are required to have a current Certificate of Liability Insurance for the minimum amount of \$1,000,000 on file with NMS. This certificate must be submitted by all vendors prior to setting up at your first market. Newton Main Street must be listed as additional insured and certificate holder. Please note that a copy of your insurance policy does not satisfy this requirement. An updated certificate will need to be provided to NMS for any policies renewed during the market season. Provide your certificate of liability insurance to NMS by submitting by uploading the document to your application. Insurance requirements will not be waived for any Newton Farmers Market vendors. If there is a question about what you need from your insurance agent, please show them this page and they will know what policy to prepare.

2024 Newton Farmers Market Polices & Procedures

3. Sales Tax

It is each vendor's responsibility to know if they are required to collect and remit Iowa Sales Tax. NMS does not accept responsibility for vendors who fail to meet this obligation. Vendors who are required to remit sales tax must have a permanent valid Sales Tax Permit. Temporary sales tax permits are no longer issued. Failure to respond and reply to sales tax inquiries by the Internal Revenue Service will eliminate vendors from future participation in the Newton Farmers Market, as well as other Newton Main Street special events. For questions, please call the Iowa Department of Revenue and Finance at (515) 281-3114.

4. Health Inspection

All Newton Farmers Market vendors are required to comply with the State of Iowa Public Health regulations governing the preparation, handling, and presentation of food. Prepared food vendors are responsible for obtaining all necessary licenses and permits required by the State of Iowa. A permit fee will be imposed and is valid for all state of Iowa Farmers Markets.

You must have your food license prior to the event. If you do not have a license in advance, you will be required to shut down your operation, completely fill out the application, and you cannot reopen until inspected and approved by the inspector. Vendors are encouraged to contact the Iowa Department of Inspections and Appeals at (515) 281-6538 with any questions or concerns regarding product regulations, licensing, and fees. NMS is not responsible for health permits/inspections, however, NMS is required by law to submit to the Iowa Department of Inspections and Appeals the business information of all vendors at each market.

H. Other Policies & Information

1. Coronavirussafety guidelines The safety of our guests and the community is our biggest concern. In 2021, the Valley Junction Farmers Market followed guidelines meant to ensure the public could visit our market safely. As of the 2022 Farmers Market, HVJF lifted almost all mandatory coronavirus safety guidelines and maintained a safe and successful market season. As of 2023, vendors are expected to follow the Centers for Disease Control and Prevention (CDC) guidelines regarding COVID-19, which can be found at www.cdc.gov in addition to any local or state regulation. These guidelines are subject to change at any time as new information becomes available.

2024 Newton Farmers Market Polices & Procedures

2. Severe Weather Protocol

The Newton Farmers Market is held rain or shine, and vendors are expected to attend regardless of weather. Announcements of cancellation due to severe weather will be made to vendors via group text message email and FB. Regarding the personal safety of vendors, patrons, and the general public, NMS will determine if or when a closure or cancellation of the market is imminent. The market manager may alter start/finish times for the safety or convenience of participants. This will typically be weather related.

3. WIC, FMNP and Food Stamps

Produce vendors may register to accept WIC checks as a way of increasing sales at the Newton Farmers Market. To accept WIC checks, vendors must be certified through the State of Iowa. NMS is not responsible for losses incurred from accepting WIC checks without certification. All WIC certified vendors must adhere to the State of Iowa rules and regulations. A WIC certified vendor found not adhering to the rules will be immediately reported. Vendors seeking certification in the Farmers Market Nutrition Program (FMNP) for the first time must be certified through classroom instruction scheduled by the Iowa Department of Agriculture and Land Stewardship at (515) 242-6239. Reservations for classes must be made in advance. Food, seeds and food producing plants may be purchased with USDA Food Stamps. Contact the Federal Dept. of Agriculture at (877) 823-4369 for more information.

4. Parking Day of Market

Parking spaces adjacent to the courthouse square, on North 2nd Ave between 1st St N and W 2nd St N, will be blocked off starting at 3:00 pm on market days. Vendors will be allowed to use the parking spaces that they are assigned to load and unload and will be allowed to park in that space during the market. Parking spaces will be assigned, with preference going to full time vendors and vendors with the greatest need. If your parking spot is taken, DO NOT pull into the next spot over. We share these spots with the courthouse and downtown business owners, we will make every effort to have signage out 11 am day of market, however we can't control who parks in them. It is not the market manager's job to find a person, to get them to move their car. If car is not left by 3 we will call CSO to come ticket the car. It is the vendor's responsibility to find a spot to unload and park. The parking spaces are angled. Please pull your vehicle straight ahead in angled parking space. If a vendor needs special accommodations, please contact the market manager.

2024 Newton Farmers Market Polices & Procedures

5. Restrooms

There are no restrooms on site. The Newton public library is located about 500 feet away and will be open during the market. If vendors would like on-site restroom facilities, an increase in vendor fees will be needed to cover the cost.

6. Jasper County Courthouse/ Downtown Businesses

The courthouse square will have high visibility and traffic. However, the farmers' market shares the area with the Jasper County courthouse and downtown businesses. The market can only succeed at this location if each party respects the needs of the others. Please do your best to be respectful of the other parties.

7. Vendor Compliance Checklist

The following is a list of policies that vendors must follow to be in compliance with the Newton Farmers Market. Please understand that this is not an all-inclusive list, and policies and procedures listed on other pages of the application must also be followed. *If a vendor is non-compliant, possible repercussions include vendor status being up for review with the Board of Directors, fines, or suspension or expulsion from the market.*

- Vendors will read, understand, and agree to follow coronavirus safety guidelines put in place for the Newton Farmers Market. Those guidelines are subject to change at the discretion of market management.
- Signage with the name of the business is neat, clear, and visible within the vendor's booth space.
- Vendors are not allowed to smoke or drink alcoholic beverages within their booth space.
- Burning of any kind of substance including incense, smoking ships, candles, etc., is prohibited.
- Only one vehicle is allowed per vendor within the market area. That vehicle must be pulled in straight into parking spots, allowing access back end for use of selling product. For vendors with extra vehicles, parking is available in the public lots.
- Vendors are expected to have consistent attendance. Failure to notify NMS of an absence and repeat absences may result in removal from the market. Attendance is strictly enforced.

2024 Newton Farmers Market Polices & Procedures

- Vendors will not sublet their booth space. It is the sole responsibility of NMS to fill any vacant spaces.
- All vendors must provide NMS with proof of insurance as stated in section G.2.
- All vendors must comply with health code regulations. No exceptions.
- It is each vendor's responsibility to know if they are required to collect and remit Iowa Sales Tax. NMS does not accept responsibility for vendors who fail to meet this obligation.
- Vendors are expected to have positive, friendly conduct towards customers, fellow vendors, market staff, and volunteers. Through cooperation we can all benefit from working together!

I. Legal Agreement

By renting a space at the Newton Farmers Market, all vendors agree not to hold NMS, its members, staff, or Board of Directors responsible for damage of any kind. Vendors assume all responsibility for the operation of their booth, and any damages or injuries that may occur in that area during normal hours of market operation or from consumption of products or goods. This includes all lawsuits, demands and claims including court costs, legal fees, and damages. Vendors are also responsible for any loss or damages NMS may incur on their behalf including, but not limited to, court costs and attorney fees. All merchandise will be handled and displayed at the vendor's risk and NMS assumes no responsibility for theft, accident, or natural disaster.

The undersigned agrees to indemnify and hold the sponsors of the Newton Farmers Market harmless in regard to all liability for any damages to personal property, for any loss of life or personal injury or theft of property that may be sustained in connection with this event. I further give approval for NMS to use photographs taken at this event, which might include my work, for publicity purposes.

You must sign this portion of the online application for consideration.

Please review the application carefully as there have been several changes made to the application.

J. Important contact information

Iowa Department of Agriculture & Land Stewardship	515-281-5321
https://iowaagriculture.gov/agricultural-diversification-market-development-bureau/farmers-market-nutrition-program	
Iowa Departments of Inspections & Appeals.....	515-281-6538
https://ia.foodprotectiontaskforce.com/resources1/farmers-market/#tab3	
Federal Department of Agriculture	515-877-4369
https://www.fns.usda.gov/snap/retailer	
Iowa Department of Revenue & Finance	515-281-3114
https://tax.iowa.gov/businesses	

K. Coronavirus Vendor Guidelines 2024

We take the safety of our community members and our vendors seriously with our plan to continue the market in 2024. In 2021, our Board of Directors approved opening our market with mandatory safety guidelines in place. As of the last revision of this handbook, most of these guidelines have been lifted with the remaining still in place:

- Vendors are expected to follow Centers for Disease Control and Prevention (CDC) guidelines regarding the COVID-19 pandemic and safe handling of food as well as local rules and regulations. CDC guidelines are available here: <https://www.cdc.gov/coronavirus/2019-ncov/index.html>
- If you are sick, test positive for the coronavirus, or you think you may have been exposed (for example, you have had close contact with a person who is showing symptoms or who tested positive for the coronavirus), or if you are showing any symptoms of COVID-19, you must stay home. DO NOT attend the market. Follow CDC guidelines regarding when to safely re-enter the market.

We all have different situations and tolerances regarding the coronavirus. Please work with your neighbors to ensure a safe and comfortable atmosphere at the market.

NMS will continue to monitor COVID-19 information as it becomes available and adjust these guidelines accordingly.

ALL NMS FARMERS MARKET POLICIES REMAIN IN EFFECT as printed in our policies and procedures booklet. This includes requirements that you provide NMS proof of insurance and comply with all health code regulations, including guidelines for obtaining a food license, if applicable. For a complete listing of our guidelines, refer to the booklet.