



2018 Cape Riverfront Market  
Vendor Information Packet

Every Saturday, May 5 – October 27  
8 A.M. – Noon  
35 S. Spanish Street

Old Town Cape, Inc.  
338 Broadway, Ste. 401  
Cape Girardeau, MO 63701  
573-334-8085  
emilyvines@oldtowncape.org

### **What is the Cape Riverfront Market:**

A farmer's market featuring local produce & farm goods, value-added products, prepared foods, and artisan crafts. The Cape Riverfront Market is run by Old Town Cape, Inc., a 501(c) 3 non-profit organization that seeks to revitalize downtown Cape Girardeau.

### **Mission Statement:**

The Cape Riverfront Market is a farmer's market that (1) provides access to local, high-quality goods from farmers, artists, craftspeople, and food producers; (2) creates a gathering space downtown that offers educational opportunities and family-friendly activities; and (3) fosters a healthy community by promoting nutritious food choices and sustainable practices.

### **Contact Information:**

Market Manager: Emily Vines

Market Manager E-mail: [caperiverfrontmarket@gmail.com](mailto:caperiverfrontmarket@gmail.com)

Market Manager Cell Phone: 573-820-5397

**\*Preferred method of communication Monday-Friday, 8 a.m. – 5 p.m. is via e-mail or text message; after 5 p.m. and on weekends is via text message or phone call.**

### **Cape Riverfront Market Social Media:**

Facebook: <https://www.facebook.com/CapeRiverfrontMarket/>

Instagram: [cape.riverfront.market](https://www.instagram.com/cape.riverfront.market)

Old Town Cape, Inc. Website: [www.downtowncapegirardeau.com](http://www.downtowncapegirardeau.com)

### **General Information, Rules and Regulations:**

All vendors participating in the Cape Riverfront Market must:

- Agree to follow all rules and regulations as outlined below and abide by the mission of the market.
- Comply with applicable local/state/federal laws and licensing/permitting requirements.
- Submit a complete and accurate application with required information and payments according to the fee schedule.
- Ensure all products sold are grown/produced within 100 miles of the market address, unless products are an **approved specialty item**.

### **Vendor Categories:**

- Farm Products: Fresh fruits, vegetables, herbs, flowers, plants, eggs, meats, uncracked nuts, honey, maple syrup, cheese, and other agricultural products.
- Value-added Products: Jams, jellies, pickles, roasted coffee, cracked nuts, baked goods, and other edible goods (not grown by vendor) individually labeled and made for off-site consumption.
- Prepared Foods: Foods or beverages made for consumption at the market.
- Artisan Crafts: Art, crafts, jewelry, homemade soaps, lotions, etc.
- Specialty: Nontraditional foods (hand-caught fish, figs, ginger, etc.) and other services related to the mission of the market.



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**Types of Vendors:**

- Seasonal: Vendors that agree to participate in at least 20 markets and apply before April 14th qualify for seasonal status. Seasonal vendors that pay the seasonal fee are listed on weekly social media events, are provided with a “vendor of the week” spotlight on social media platforms and events, and are assigned a permanent stall location.
- Bi-monthly: Vendors that agree to participate in 10 to 16 markets and apply before April 14<sup>th</sup> qualify for bi-monthly status. Bi-monthly vendors that pay the bi-monthly fee are listed on weekly social media events, and are assigned a permanent stall location (location may shift slightly due to market configuration).
- Daily: Vendors that agree to participate in 1 to 9 markets, or that apply after April 14<sup>th</sup>, qualify for daily vendor status. Daily vendors pay the daily fee, their stalls are secured with payment, and their stalls are allocated on a first-come first serve basis. Daily vendors may, however, be moved at the discretion of the market manager to suit the market.
- Specialty: Vendors that participate in only 1-2 markets per month, and adhere to the above mentioned vendor rules, with the exception of having products that are grown/produced within 100 miles of the Cape Riverfront Market address. Specialty vendors will be charged an additional cost.

Vendor Type	Fees			Total
	Single (10 X 24)	Double (20 X 24)	Electricity (per 110 outlet)	
Daily	\$15	\$25	+\$5	\$
Specialty	\$25 (a day)	\$35 (a day)	+\$5	\$
Bi-Weekly	\$115	\$185	+\$35	\$
Seasonal	\$150	\$225	+\$35	\$

**Application Process:**

- Vendors may begin applying for the market beginning at the vendor meeting on February 27, 2018.
- Seasonal and bi-weekly vendor applications are due by April 14th (exceptions may be made for under-represented categories and farm goods).
- Daily vendor applications may be submitted at any time.
- Vendors will be notified of their acceptance status no later than 14 days after their completed application is submitted, if it’s received before April 14th.
- New applications submitted during the market season (May – Oct) may take up to 7 days to process. Please keep this in mind if trying to submit less than a week before desired market date.
- If vendor application is not approved, the fee will be refunded. Checks will be shredded and cash must be picked up at the Old Town Cape, Inc. office (338 Broadway) within 14 days of non-acceptance notification, or the fee will be forfeited.



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-Vendors may participate in the market only after their application is approved by Old Town Cape, Inc.

-Only vendors with a pre-approved application may reserve a stall the morning of the market in the case of a last-minute cancellation, and must do so by 7 A.M.

### Stalls:

-Each vendor is allotted one type of stall:

a) Single stall – 10 ft. wide (along the walking aisle) and 24 ft. deep.

b) Double stall – 20 ft. wide (along the walking aisle) and 24 ft. deep.

-Please be considerate of your neighbors and stay within your allotted stall space. The front corners of the stalls are marked with paint dots and continue perpendicular toward the rear.

-All signs, goods, canopies, displays, etc. must be within your allotted stall space and may not occupy walkways/aisles. An exception is made to this for objects that provide shade for perishable farm goods.

-Awnings, goods, or other things may overhang the vertical space of your stall, but must be higher than 7ft and not create a safety hazard.

-No sub-leasing or sharing of stalls is allowed.

### Market Set-up and Tear Down:

-Vendors may not enter the market lot before 6:30 A.M. (unless allowed by Market Manager)

-In the rare case that cars are still being towed at 7 A.M., we ask for your patience so that the towing company and police can operate freely.

**-Vendors must arrive by 7:30 A.M. or forfeit their stall for the day;** driving a vehicle on the lot after this is an inconvenience for other vendors and dangerous for pedestrians.

-Stalls must be completely set up and vendors ready to sell by 8 A.M.

-No products shall be sold before the market opens at 8 A.M.

-Unless you are utilizing a double stall space, you may park your vehicle in the walking aisle directly in front of your booth, unload your goods into your stall, and you must **move your vehicle out of the lot before setting up your booth.**

### Protective covers:

-Protective covers such as canopies, tents, and umbrellas are encouraged, but not required to participate in the market (unless required by the Cape Girardeau County Health Dept.).

-All protective covers must be securely weighted down regardless of wind conditions.

-Weights must be attached in a way such that the wind cannot dislodge the canopy from the weight and render it ineffective.

-Any protective cover not following these guidelines will be asked to be taken down.

### Tear Down:

-Vendors shall not begin breaking down before the market closes at 12 P.M.

-As products dwindle or the market nears the end, vendors may simplify displays, as long as their booth remains attractive.

-Vendors must stay until the market ends, but if all products are sold out, the vendor may



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place a sign indicating such and return to their booth when the market ends.

-Vendors must leave their stall area free of debris prior to leaving. Significant amounts of trash or large items must be taken with the vendor, and not placed in the market trash bins or the neighbor's dumpsters.

**General Market Info & Rules:**

**Products:**

- All products sold at the market, with the exception of approved specialty items, must be grown or produced within 100 miles of the market; from market address to vendor location/production site as determined by Google Maps.
- Produce grown by the vendor should be labeled as "homegrown." If the vendor is selling produce that is not homegrown by him/her, it must be labeled and separated accordingly and display the name of the farm or persons where grown. You must also notify the market manager before the market of your intent to sell produce belonging to someone else, and get approval.
- Foods that are prepared on site are an exception to a. & b., but preference is given to vendors that grow/produce items they prepare.
- Artisan crafts need not be solely comprised of items produced within 100 miles (paints, beads, etc.), but must be created by the vendor and be significantly altered from their raw or purchased state.
- All fruits and vegetables should be fresh and of high quality.
- Products must be sold at fair market prices. Absolutely no "dumping," or deep discounting, is allowed.
- No live animals may be sold, advertised for sale, or given away at the market.
- Selling of products not listed on the vendor's application is prohibited. New products must be pre-approved in writing on a separate sheet of paper and attached to the vendor's application before each market begins.

**Booths:**

- Vendors must display a sign indicating the name or Farm/Business name, as well as the City and State.
- Any other displayed information must be directly related to the vendor's farm/business. Vendors may not fundraise for other organizations no matter how worthy a cause.
- Products must be attractively displayed.
- Prices must be clearly and legibly posted for all items.
- For health and safety reasons, pets are not allowed in vendor stalls (with the exception of service pets).
- Use of electricity must be pre-approved by the Market Manager.

**Vendor conduct:**

Vendors must:

- Maintain clean and safe conditions within their stalls.
- Be courteous to customers, other vendors, and market staff/volunteers.
- Keep the volume level of their booth from interfering with their neighbors.
- Keep their booth staffed for the entire market

Vendors may not:



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- Call out to customers to try to attract them to their booth.
- Walk around the market handing out cards, information, or samples.
- Make disparaging comments about other individuals or the market (see grievance policy).
- Smoke on the market lot or consume alcoholic beverages on the market lot.
- No firearms or weapons are allowed at the market.

**Parking:**

- Vendors who have purchased a double space may park their vehicles on the parking lot.
- There is a cement lot just off the southeast corner of the market lot to use for vendor parking, and street parking at the end of the alleyway that runs behind the parking lot.
- Vehicles may not be driven on or off the lot when the market is open.

**Restrooms:**

- A portable toilet is located behind the Cape Riverfront Market parking lot, across the alleyway.
- Hand sanitizer is available at the Cape Riverfront Market welcome tent.

**Weather:**

- The market will happen rain or shine, and will only be canceled for severe weather including: tornadoes, lightning near the market lot, extreme winds, and extreme heat.
- If the market does get canceled, the market manager will inform vendors by email as soon as the call is made and no later than 6:30 A.M. the morning of the market. If you do not hear from the market manager, assume that the market is happening.
- If you have a long drive to the market and wish to get a phone call if conditions change between 6-8 A.M., make a note of it on your application.
- In the case of extreme heat, the market in the past has given vendors the option to pack up early on certain occasions. The market manager will inform vendors if this occurs.

**Attendance:**

- Vendors are expected to attend all market days for which they are scheduled.
- Vendors not able to attend should notify the market manager as far in advance as possible with a minimum of 24 hours' notice either by e-mail or phone call.**
- Three absences with less than 24 hours' notice, frequent non-attendance, or leaving the market early, may result in the forfeiture of stall and fees.
- Such absences may be excused due to emergencies and unforeseen circumstances.

**Cancellations:**

- Daily vendors that give at least 7 days notice of inability to attend market will be able to transfer that date to another without penalty, provided one is available.
- Daily vendors failing to show or not giving proper notice will result in a forfeiture of fees.
- Seasonal vendors canceling the remainder of their season for any reason may not be reimbursed for missed markets.
- Vendors must comply with all local, state, and federal laws. Sales tax is required and must be paid to the Missouri Department of Revenue unless exempt under RSMo. 144.527.1 for



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selling eligible “farm products” and grossing less than \$25,000 per year.

-Vendors agree to assume full responsibility and to hold the Cape Riverfront Market and Old Town Cape, Inc. harmless from any claims of injury or damage that may result from the vendor’s use of space including, but not limited to, claims arising from the improper or insufficient securing of canopies, tents, umbrellas, display equipment, supply of food items, crafts, or any other item sold by the vendor.

### Vendor-Specific Info, Rules & Regulations:

#### Farm Product Vendors:

- All scales must be approved and meet state regulations by Missouri Department of Agriculture. (Weights & Measures, 573-751-4613, Fee \$15.00)
- Selling eggs requires Missouri’s Retailer’s License or Missouri’s Limited Retailer’s Egg License from Missouri Department of Agriculture. (573-751-5639, Fee \$5.00)
- Meat or poultry must be processed in an inspected facility. Poultry operations containing less than 1,000 birds are exempt. Missouri Meat Inspection Program (573-522-1242).
- Selling live, perennial plants, not vegetable plants or annuals, requires registration as a Nursery Grower or Dealer. More information from Missouri Department of Agriculture (573-751-5505).
- Prepared samples of cut fruit or vegetables: If cutting off site, it should be done at an approved and inspected location. If cutting on site, the vendor must have a Farmer’s Market Permit from the Cape Girardeau County Health Department. (573-335-7846) with proper set-up and permit posted.
- Prepared samples of meat products: The vendor must adhere to all applicable rules as listed by the Cape Girardeau County Health Department. (573-335-7846). It is the vendor’s responsibility to contact the county health department.

#### Value-added Products Vendors:

##### All products need to have proper labels which include:

- Name & complete address of business/individual
- Common name of the food product
- List of ingredients, if there are more than two, given in descending order of predominance by weight
- Quantity specifications given in weight, volume, or pieces
- A statement reading “This product was prepared in a kitchen that is not subject to inspection by the Department of Health and Senior Services,” unless it was
- If the foods are not pre-wrapped or packaged, there must be a placard clearly visible at the sale or service location that states that the product is prepared in a kitchen that is not subject to inspection by the Department of Health and Senior Services.
- Jams, jellies, and honey producers who sell less than \$30,000/yr. are allowed to produce their products in a home kitchen (RSMo. 261.241), and are exempt from registering as a Food Canning Establishment. They must follow above labeling requirements.

#### Prepared Foods Vendors:

- To sell prepared foods/beverages, you need a Farmer’s Market permit (\$60), or a Food and Beverage Permit from the Cape Girardeau County Health Dept. (573-335-7846).



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- You must follow all health codes and post a copy of your permit in your booth.
- All food stands are subject to a walk through by the Cape Girardeau County Public Health Center.

#### **Artisan Crafts Vendors:**

- Artisan craft vendors are required to submit photographs of their products with their application to be juried by Old Town Cape, Inc.
- Digital photographs are preferred, and can be submitted by email to [caperiverfrontmarket@gmail.com](mailto:caperiverfrontmarket@gmail.com). They may also be printed and attached to the application, but this may slow the application decision process.
- Applications without photographs are not complete and won't be considered until completed.

#### **Artisan Crafts guidelines:**

- Products/items must be crafted and significantly altered from their raw or original state to be considered.
- Items that are merely painted, not paintings, or repurposed without significant alterations are not allowed to be sold at the market.
- Photographs, descriptions of materials, and the creation processes are very helpful in determining the eligibility of items.

#### **Rule Compliance and Grievance Procedure:**

*\*\*\*Old Town Cape, Inc. strives to make the atmosphere of the Cape Riverfront Market enjoyable, relaxing, and an overall unique experience that will draw in continued foot traffic and consumer interest. Verbal negativity from vendors at the Cape Riverfront Market has the potential to deter customers from returning each week, and negatively affects the Cape Riverfront Market as a whole. Although we respect your right to complain, please do so in writing.*

- Any violation of rules and regulations may result in forfeiture of stall and fees. Rules regarding safety and integrity of vendor products may result in immediate dismissal from the market.
- The market manager reserves the right to make decisions regarding vendors' participation in and use of market facilities. The market manager and Old Town Cape, Inc. reserve the right to terminate the vendors' participation in or use of the Cape Riverfront Market for any reason at their sole discretion and without recourse.
- Vendor grievances must be submitted in writing to the market manager or Marla Mills, Executive Director of Old Town Cape. Grievance forms will be available at the Cape Riverfront Market welcome tent and will be responded to within 7 days.
- Vendors will not make disparaging comments about other individuals selling at the Cape Riverfront Market or about the Cape Riverfront Market itself;** the market manager reserves the right to dismiss any vendor who is commenting verbally in a negative fashion towards market vendors or the market itself.



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### Resale Policy:

*\*\*\*The Cape Riverfront Market is aware of and respects different business approaches with our vendors. We understand that there are limitations as to where agricultural products can be grown, and also that climate has a large effect on quality and quantity of produce. The Cape Riverfront Market is, and will continue to be, a grower's only market; these policies will not allow vendors to exclusively resell or consign produce— instead, these policies allow sale of limited quantities and categories of crops. We are aware that exchange of produce does occur, so these regulations are in place to ensure transparency, good business ethics, best management practices, and honesty with other vendors, customers, and market administration. With that, the Cape Riverfront Market has regulations regarding resale or "swapping" items from/with other farmers. See below:*

- A vendor wanting to utilize resale produce/products must present to the market manager a secondary, non-vendor application from the farm/farmer/producer prior to selling the supplemental items at the Cape Riverfront Market.
- The market manager will review the non-vendor application. A list of products must be provided, as well as the names and contact information for the farmers that products are procured from. Additionally, the growing practices of the farm/farmer/producer must be detailed.
- Farm inspections may be done at any time during the market season; vendors and non-vendors will be notified prior to inspections to schedule a time and date that works for all parties. If vendors are suspected of misrepresenting their products, a farm inspection will occur.
- Products may not be purchased from a wholesale facility or warehouse. A wholesale facility/warehouse is defined as any mass scale supplier of produce to restaurants, grocers, large retail operations, etc. For example, suppliers such as Cauble & Field, US Foods, Diebold's Orchards are prohibited types of wholesale/warehouses.
- Priority status will be given to seasonal vendors' homegrown produce. If a farm vendor brings product for resale to a market in which the same product is offered and homegrown by another member vendor, the resale product will not be allowed to be displayed or sold until such time as the local, homegrown product has been sold out.
- A farm vendor bringing resale produce to a market must present a list of all resale products being offered to the market manager no less than 24 hours before the start of the market. The onus is on them to ensure that these items will not conflict with any other Cape Riverfront Market vendors' offerings that day, and they will not be allowed to be displayed or sold at the market if they do. However, because it is in the best interests of the market to have a wide variety of produce available, the market manager is tasked to do whatever they can to facilitate this communication between farmers.
- All resale products must be grown within 100 miles of the Cape Riverfront Market.
- Strict categories and types of products for resale produce will be enforced. For the 2018 market year, only fruit will be allowed for resale. The following types of fruit are allowable resale products: **blueberries, blackberries, raspberries, strawberries, peaches, and apples.**
- If it is deemed that the market has enough homegrown vendors and quantities of the previously listed types of fruit for the duration of the market season, resale can be suspended for the market season. This decision will be made in consultation with the market manager and all seasonal produce/farm vendors.
- The market manager will communicate with all seasonal produce/farm vendors any produce and fruits that may be lacking for the season, as listed on vendor applications. This will be done so that seasonal vendors can plan to fill empty voids or bolster lacking products for the current and upcoming market seasons.





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-Fruit that is not homegrown by the vendor should be labeled and separated accordingly. Signage at a minimum should be 3" x 5" and easily read. Signage may be handwritten. Signage should include the name of the farm/producer from which the produce was grown. The vendor is responsible for knowing the farm/producer and location of any and all resale fruit.

-If there is a concern or complaint about resale fruit, the vendor must be able to confirm the origination of the fruit and prove the origin. Upon request, the vendor must be able to provide the farm name, address, and phone number for where the produce was grown so that the market manager may review the submitted non-vendor application. If the complaint cannot be resolved through this manner, the market manager will review the complaint to determine an appropriate and fair resolution.

-Only 30% of a vendor space can be utilized for resale produce. Vendors may not disproportionately sell resale products versus homegrown products. For example, a vendor may not designate 30% of vendor space to resale cantaloupes only to sell more total individual resale cantaloupes than other homegrown products combined.

-The market manager reserves the right to inspect each vendor's resale produce and to allow/disallow said produce. If any complaints arise concerning resale produce, the vendor will be asked to remove the resale produce from their stand and refrain from selling said produce. If the complaint cannot be resolved through this manner, the market manager will review the complaint to determine an appropriate and fair resolution.

-All resale products must meet Health Department regulations.

#### **Rule and Definition Clarifications:**

-Selling is defined as exchanging money for products.

-Products are any goods or items you wish to sell.

-Products/goods may be sold directly at the market during market hours, but may also be ordered ahead of time by verbal agreement, written agreement, or online purchase, and exchanged during market hours.

-All products/goods must be grown/produced within 100 miles of the market, with the exception of chosen specialty vendor/s and their products.

-All products/goods you wish to sell must be listed on your application.

-No goods/products may be sold or distributed through your market booths that do not comply with these rules or those listed in the vendor packet.

-If a customer comes to your booth and wishes to purchase an item before the market opens, you may bag that item and have it ready when the market opens at 8 A.M.

-No goods or money should be exchanged before 8 A.M.

-The market supports community between fellow vendors and customers so if someone wishes to purchase a personal item from you (such as craft supplies, farm equipment, or a cup of sugar) this is acceptable provided it is not a regular occurrence and takes place after market hours to remove any illusion of selling products at the market that do not fit the rules.

Please keep these pages for future reference.