



2021 Cape Riverfront Market
Vendor Information Packet

Every Saturday, May 1 – October 30
8 A.M. – Noon
35 S. Spanish Street

Old Town Cape, Inc.
338 Broadway, Ste. 401
Cape Girardeau, MO 63701
O: 573-334-8085
C: 406-253-7824
juliathompson@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: Julia Thompson

Market Manager E-mail: caperiverfrontmarket@gmail.com

Market Manager Cell Phone: 406-253-7824

*Preferred method of communication during the work week — Monday-Friday, 8 a.m. – 5 p.m. — is 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

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.



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-Specialty: Nontraditional foods (hand-caught fish, figs, ginger, etc.) and other services related to the mission of the market.

Types of Vendors:

-Seasonal: Vendors that agree to participate for the duration of the Cape Riverfront Market season qualify for seasonal status. Vendors that pay the seasonal fee and that are approved are assigned a permanent stall location for the market season.

-Bi-weekly: Vendors that agree to participate in every other market for the duration of the Cape Riverfront Market season (2-3 Saturdays depending on month) qualify for bi-weekly status. Bi-weekly vendors will not be guaranteed a permanent stall location, but the market manager will work around vendor requests.

-Daily: Vendors that agree to participate in one market a month, or on a fill-in basis, qualify for daily vendor status.

-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 20)	Double (20 X 20)	Electricity (per outlet)	
Daily	\$16.50	\$22.00	+\$5.00	\$
Specialty	\$22.00 (a day)	\$33.00 (a day)	+\$5.00	\$
Bi-Weekly	\$126.50	\$185.00	+\$5.00	\$
Seasonal	\$165.00	\$247.50	+\$30.00	\$

Application Process:

Note that Old Town Cape will NOT be accepting payment at the vendor meeting

-Vendors may begin applying for the market beginning at the vendor meeting on February 23, 2021.

-Vendors applying for seasonal and bi-weekly status should submit applications by no later than Tuesday, March 9, 2020 and will be notified of vendor status no later than Monday April 5, 2021.

-Vendors applying for daily status may submit an application at any time.

-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.

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



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- Vendors will be sent an invoice for the amount that they owe for the year and will have until the start of the market to pay for this.
- 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
- Priority acceptance is given to those who have vended at the Cape Riverfront Market in the past.
- Some vendor applications or specific items listed on a vendor application may be denied or placed on a waiting list to avoid product conflict at the market.

Waiting List:

- The Cape Riverfront Market manager will have the market schedule set for the 2021 season by Monday, April 5.
- Once the Cape Riverfront Market schedule is set with approved and scheduled vendors, new applicants or un-approved vendors will be placed on a vendor waiting list.
- Vendors are pulled from the waiting list based on the products they are selling, rather than their placement on the list. This method is practiced to keep balance among the vendors at the market.
- For example: if a scheduled soap vendor cancels their stall for a market, the market manager would first look at the waiting list to see if there were a replacement soap vendor available, then the manager would look for other items that may be missing that day.

Stalls:

- Each vendor is allotted one type of stall:
 - a) Single stall – 10 ft. wide (along the walking aisle) and 20 ft. deep.
 - b) Double stall – 20 ft. wide (along the walking aisle) and 20 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, unless approved by the market manager.

Market Set-up and Tear Down:

- Vendors may not enter the market lot before 6:00 A.M., as the market manager will be cleaning the parking lot at this time.
- In the rare case that cars are still being towed at 7 A.M., we ask for your patience so that the towing company 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 time 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.



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- No goods or money should be exchanged with the general public before 8 A.M. 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.
- Vendors may sell to one another or to the market manager prior to 8 A.M.

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. for your specific items).
- 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., unless approved by the market manager.
- 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 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.

Storage:

- Some vendors may be approved to store their tents or display items in the market shed that is located on the Cape Riverfront Market lot for an additional fee of \$30.00 for the season.
- This is not a first come first serve basis; rather, approval will be based on vendor travel, available assistance for individual vendors at the market, etc.
- Vendor tents or display items will not be approved for storage if they hinder the market manager's ability to setup on Saturday mornings.

General Market Information & Rules:

Products:

- All products sold at the market, apart from 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.
- If a 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



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grow/produce items they prepare.

- No canned soft drinks or bottled water can be sold by vendors, excluding those who vend out of a food truck.
- 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.
- 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 selling eligible “farm products” and grossing less than \$25,000 per year.
- 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.
- 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.

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.
- Use of electricity must be pre-approved by the market manager. Please avoid requesting electric if it is not absolutely needed for selling/food preparation purposes.

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, unless vendor sells out.

Vendors may not:

- Walk around themselves or send associates around the market handing out cards, information, or samples.



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- Make disparaging comments about other individuals or the market (see grievance policy).
- Smoke on the market lot.
- No firearms or weapons are allowed at the market.

Parking:

- Vendors may park their vehicles on the parking lot, but they must utilize only their allotted space unless approved by the market manager.
- There is a cement lot just off the southwest 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.

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 manager may give vendors the option to pack up early. 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, preferably by Tuesday or Wednesday of market week.
- 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:

- Vendors must call the market manager's *cell phone* and speak with the market manager directly or leave a voicemail for the market manager if they are cancelling their stall space, especially if cancellation is occurring on a Friday afternoon or evening.
- If a vendor e-mails the market manager on a Friday afternoon or evening to cancel their stall in lieu of calling the market manager, the vendor will be marked for non-attendance.
- 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.



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-Seasonal vendors canceling the remainder of their season for any reason may not be reimbursed for missed markets.

Vendor-Specific Information, Rules & Regulations:

Farm Product Vendors:

- Questions regarding vendor-specific information should be directed to Rachel Heimericks with the Missouri Department of Agriculture; (573) 751-7794, Rachel.Heimericks@mda.mo.gov
- All scales must be approved and meet state regulations by Missouri Department of Agriculture.
- Selling eggs requires Missouri's Retailer's License or Missouri's Limited Retailer's Egg License from Missouri Department of Agriculture.
- Meat or poultry must be processed in an inspected facility. Poultry operations containing less than 1,000 birds are exempt.
- Selling live, perennial plants, not vegetable plants, or annuals, requires registration as a Nursery Grower or Dealer.
- 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:

- Sale of prepared foods/beverages requires a Farmer's Market permit, or a Food and Beverage Permit from the Cape Girardeau County Health Dept.



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- Vendors 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:

- New artisan craft vendors are required to submit photographs of their products with their application to be juried by the market manager.
- Digital photographs are preferred and can be submitted by email to caperiverfrontmarket@gmail.com. They may also be printed and attached to the application.
- Applications without photographs are not complete and will not 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. Grievance forms will be available at the Cape Riverfront Market welcome tent, as well as www.downtowncapegirardeau.com, and will be responded to within 7 days.
- Personal issues with another vendor at the Cape Riverfront Market does not constitute filling out a grievance form and should not be reported to the market manager for investigation.
- 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 toward market vendors or the market itself.

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



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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.

-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 responsibility is on vendors 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.

-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.

-If it is deemed that the market has enough homegrown vendors and quantities of the produce available that another vendor wishes to resell, the market manager holds the right to deny resell requests.

-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.

-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



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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.