



Rock Valley Farmers Market

Wednesday Evenings
4-6:30 June – August
Located in the City Park

1. Statement of Purpose: The goal of this Farmers Market is to provide the community of Rock Valley and surrounding areas with local farm and garden products.

2. Time and Place: The market will be held every Wednesday from 4-6:30pm during the market season in Rock Valley in the park across from the city offices by the pool.

3. Who can sell: Any home gardener, farmer, or baker from the area with homegrown/homemade products that is willing to comply with the Iowa rules and regulations and Rock Valley Farmers Market Rules and Regulations.

4. Potential Products:

a. Fresh Fruits and Vegetables – washed and stored in clean containers at least six inches off the ground

b. Bakery Products – cannot be potentially hazardous. Can include: breads, cakes, doughnuts, pastries, buns, rolls, cookies, biscuits, and pies (not including meat pies). The following are examples of baker products that are potentially hazardous and cannot be sold at farmers markets without a license: soft pies (which includes pumpkin), custard filled products and cream filled products.

**All baked items must be completely wrapped, covered, bagged, or boxed. Baked items must also be labeled with the name of the product and the name and address of the person making said items & listing of ingredients to alert customers of possible allergic reactions. Baking in a certified kitchen is highly recommend.

c. Fresh Shell Eggs – must be cooled and stored at 45 degrees or below

d. Honey – labeled the same as baked goods

e. Flowers and plants

f. Hand crafted items – only handmade crafts that the vendor makes themselves

will be allowed. Such items may include but are not limited to: wreaths/swags, dry flower arrangements, potpourri, candles, soaps, hand-sewn items, and woodcrafts.

g. Cider – must be labeled the same as baked goods or honey, but must also display a Pasteurization Label or USDA-approved warning label.

h. Non-potentially hazardous food products – that is products that do not require refrigeration since they are shelf-stable. These products can be prepared in the home, to be sold for consumption off the-premise. Some examples of products that can be prepared in the home for direct sale to consumer customers include: jams, jellies, and dried noodles. Must be properly sealed and labeled. Production of the product in a certified kitchen is highly recommended.

5. Items approved for licensed vendors only include:

a. Potentially hazardous food products – includes meat, fish, poultry and dairy products.

b. Home processed foods – with the sole exception of jams and jellies, no “Homestyle” canned goods can be sold at the farmers market (such as salsa), , since the food is a hermetically sealed container, shall be obtained from a licensed food processing plant. (Section 3-201.12 of the Food Code which has been adopted by Section 137F.2 of the Code of Iowa.)

6. To Become a Member of the Market – To sell at the Rock Valley Farmers Market all vendors are required to submit a completed registration form and pay a fee of \$25 at the Rock Valley City Office located at 1303 10th Street, Rock Valley. Preregistration and pre-payment are required.

7. Space Assignments – Vendor spaces will be reserved on a first come first serve basis with pre-registration and pre-payment. Vendors are responsible for bringing anything they need for their booth set up, including a table and chair if they wish to have one.

8. Market Day Arrival/Departure Procedure – Vendors must abide by the official Rock Valley Farmers Market hours of operation. Members must arrive at the market no earlier than 3:30 pm and be ready to sell by 4pm. Under no circumstances should a vendor begin selling prior to the start time. Vendors are not allowed to disassemble booths before 6:30pm unless they have sold out completely of their product or if the weather turns bad.

9. Labeling Requirements – All food must be labeled with the common name of the food and name and address of the person who prepared the food.

10. Other Vendor Obligations

- a. Vendors are responsible for informing themselves about and complying with state and local health regulations and licensing requirements governing the production, display, distribution, sampling, and sale of their products.
- b. Vendors must maintain their spaces in an attractive, clean, and sanitary condition.
- c. Vendors are not allowed to smoke in the market area.
- d. Vendor pets are not allowed at the market.
- e. Vendors are encouraged to work as a team to make this farmers market successful and are responsible for settling any product price disputes that might occur.
- f. Vendors must stay the entire time of the market. We encourage vendors to take orders if they run out of product before closing.

11. Miscellaneous

- a. Vendors shall receive a copy of these rules
- b. The Rock Valley Farmers Market, Rock Valley City are not responsible for any loss or damage incurred by the vendors.
- c. Vendors are responsible for making sure that all persons working at their booth are familiar with these rules.