



FULTON STREET FARMERS MARKET SIGNAGE GUIDELINES

One of the values of Fulton Street Farmers Market is TRANSPARENCY. We believe that our customers deserve honesty in labeling practices in order to make informed decisions.

All vendors are required to display signage for all of their products and prices. Signage must be posted no later than 9AM for Main Market Season and 11AM for Second Season Market.

Please be aware that signage rules are being enforced at the Fulton Street Farmers Market. The definitions are as follows:

Homegrown: Any produce marked “Homegrown” **MUST** be grown by the farm renting the stall at the market. **ANY PRODUCTS NOT LABELED ARE ASSUMED TO BE HOMEGROWN.** Mislabeling product is a violation of market rules and subject to disciplinary action.

Michigan: Any produce not grown by the farm represented at the market, but grown in Michigan **MUST** be labeled accordingly. “Michigan” is acceptable, but further description, such as a city, is strongly encouraged.

State of Origin: Any produce being sold from out-of-state **MUST** be labeled with the state of origin.

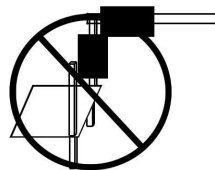
Organic: All Produce labeled “Organic” **MUST** be CERTIFIED ORGANIC.

Supplemental Products: If you are bringing in products that are not your own, you must label every single product noting whether it is homegrown or labeling the city or state of origin.

Reselling: No claims can be made by any vendor for product not specifically grown by the vendor themselves. This includes such claims as **no-spray, organic or pesticide free.** The **only** claim that can be made is the place of origin on display.

Vendor Identification: All vendors must have a sign identifying their establishment. Customers deserve to know who they are purchasing from.

Sign Orientation: All signs must not protrude past the vertical poles at the front of the stall.



Incorrect signage example

Aisleways: Must be kept clear and free of any potential tripping hazards. Product should not protrude further than ledge on customer side.



TO:

DATE:

SUBJECT: **Signage Violation / Market Rule Violations**

This serves as confirmation of a verbal warning along with a written notice regarding failure to comply with FSFM signage guidelines and or **Market Rules of Operations**. Specifically, [clearly state the violation]

This is your opportunity to correct your non compliant signage or rule violation at Fulton Street Farmers Market. In order for your signage to be considered compliant, you must achieve and maintain the following signage standards, as detailed on back of this document. [see back] Any additional instances of non compliance signage or rule violations will result in the following 3 STRIKE enforcement policy:

1. A \$100 fine
2. A one week suspension of vending at market
3. Loss of vending access for the remainder of the year as well as:
 - Loss of accrued seniority at FSFM
 - Vendor must reapply as a new vendor for the next season

Vendor - Signature is acknowledge of receipt

(Print Name)(Signature)(Date)

FSFM Staff administering Warning:

(Print Name)(Signature)(Date)