

theNEWmpls
**FARMER'S
MARKET**
AT THE HISTORIC COLISEUM BUILDING

Corner of Lake Street and 27th
- on the sidewalks out in front
of the Coliseum

thenewmpls.com/farmers-market



VENDOR HANDBOOK

WELCOME TO THENEWMPPLS
FARMERS MARKET

Welcome Message

Thank you for your interest in the 2025, theNEWmpls Farmers Market at The Coliseum, empowered by theNEWmpls.

HEALTH STARTS WITH GOOD FOOD. theNEWmpls Farmers Market is a wellness experience. Through meal prep courses and opportunities to make nutrition accessible, theNEWmpls is transforming the type of food you eat. Bigger than ever in 2025 to celebrate good food, good health, and good community!

theNEWmpls Farmers Market has a unique focus on fitness; we'll be hosting FREE fitness classes onsite with our partner, Fitness Sisters, each week.

We are excited to bring the market back to the community and look forward to working together to create a vibrant and sustainable market in Minneapolis. This handbook will provide you with necessary information about participating in the market.



Chaz Sandifer
Owner, theNEWmpls

theNEWmpls is proud to sponsor and manage theNEWmpls Farmers Market, Minneapolis and The Coliseum



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About the Market



Our History

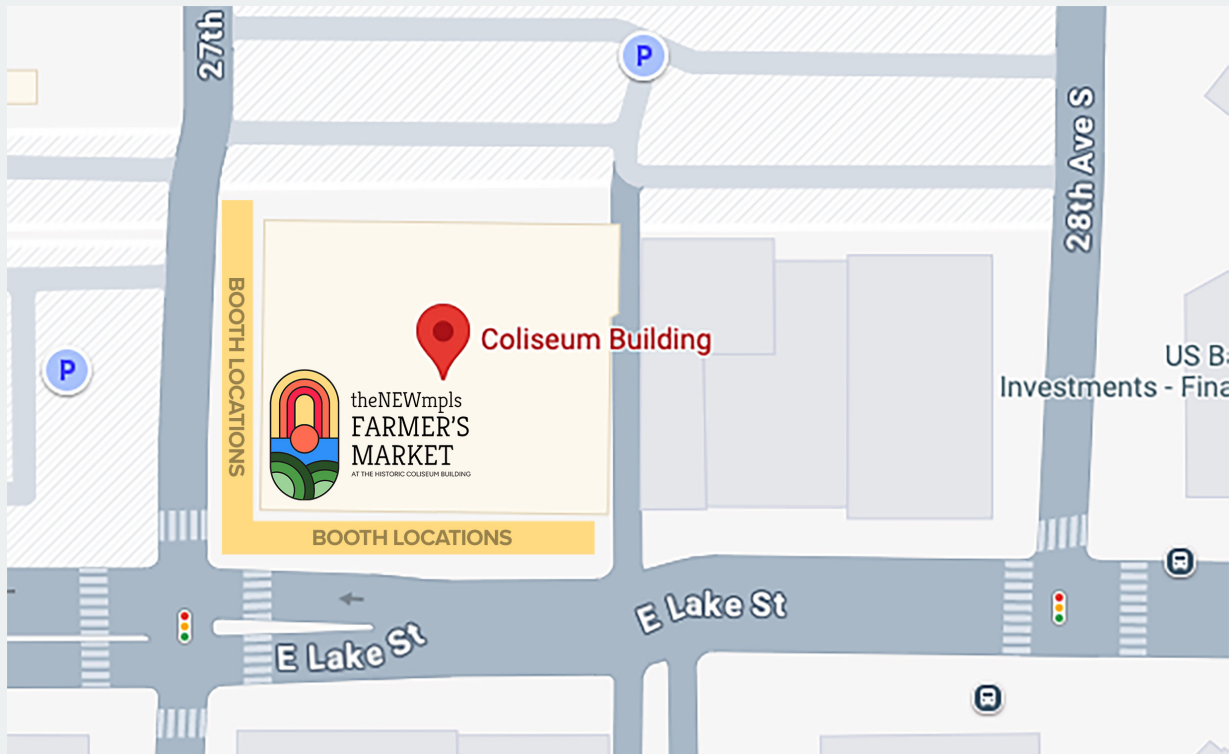
We could not have asked for a better reception to our inaugural year at theNEWmpls Farmers Market. The Robbinsdale community fully embraced us, and came out to support our vendors and participate in our fitness classes and additional activities. In the 2023 season we had over 10,000 attendees and over 65 vendors throughout the market season, and we cannot wait to continue to grow in the 2024 season.

In addition to fresh produce, mobile food vendors, and a variety of small business offerings, theNEWmpls Farmers Market will offer free fitness classes weekly at the market, food demonstrations, free entertainment, and events like our Chef Knife Off competition and our annual Back to School Bash and Backpack Giveaway.

Contact

Please email hello@thenewmpls.com with any questions you have regarding the market or application process after reading through this handbook.

Market Overview



Season

The 2025 theNEWmpls Farmers Market season will run every Thursday from 3:00 pm - 7:00 pm on June 12th through September 25th, 2025.



Hours

The market will be open from 3:00 pm - 7:00 pm.



Location

Corner of Lake Street and 27th - on the sidewalks in front of the Coliseum. The vendors have free street parking on 28th Street.

Market Rules & Policies

Conduct Expectations

theNEWmpls Farmers Market strives to be a welcoming and inclusive place. All vendors, market staff, and customers will be expected to treat others with dignity, compassion, and respect and work together in the spirit of cooperation.

Enforcement

theNEWmpls Farmers Market management enforces all market rules and guidelines and has ultimate onsite authority including:

- Taking any action deemed appropriate if a vendor is non-compliant with any rules or guidelines listed in this handbook.
- Asking vendor to remove any merchandise deemed inappropriate or unacceptable by market management.
- Removing a vendor from the market in the case of an irreconcilable dispute, or repeated refusal by vendor to follow guidelines.
- Removing any individual or group from the market engaging in:
 - Verbal or physical intimidation,
 - Using foul or abusive language, or
 - Threatening or engaging in verbal or physical acts of violence.

Vendors may submit any formal dispute or complaints to theNEWmpls via email using the contact information provided on page 4 of this handbook.

Site Rules & Expectations

Vehicle Unloading

You have access to the sidewalks for set up starting at 1:30 pm. Punctuality is crucial. Any vendor who arrives after 2:00 pm to unload will not be allowed to participate in the market that day and will not receive a refund. If you think you may be cutting it close to the 2:00 pm cutoff, call or text the market manager (DO NOT EMAIL).

Designated Vendor Parking

After unloading, vendors must **IMMEDIATELY** move their vehicles from the parking lot and will be directed to the designated vendor parking location on Beard Ave. Parking adjacent to the market is for customers and park users.

Set-Up

Set up begins at 1:00 pm and **MUST BE COMPLETE** by 2:30 pm. Vendors are expected to stay open from 3:00 am to 7:00 pm. Failure to do so will result in a \$50 fee.



Site Rules & Expectations

Break-Down

Break-down will not begin before 7:00 pm. Any early break-down will result in a \$50 fee. After the market, you have until 8:00 pm to break down your booth and remove all items, and clean up (as necessary). The parking lot may be full, so plan accordingly, be patient, and DO NOT block traffic in the parking lot.

Water and Bathroom Facilities

Potable water and bathroom facilities are available onsite at the Coliseum, but please note they are about one quarter mile from the farmers market site.

Power

Power is available adjacent to the market site, but you need to provide your own extension cords to run to your booth.

Pets

Health Department code prohibits vendors from having pets at their booth.

Booth Guidelines

Booth Assignments

Booth Assignments for full season and half season vendors will be determined prior to the start of the season. A vendor map will be provided one week prior to the Opening Day for the market. Any changes to booth assignments will be made at the discretion of market management.

Booth Assignments for Daily vendors will be provided by the Wednesday before the vendor is scheduled to be at the market.

Booth Management

Vendor booths must be managed by the owner/operator or staff, and must have knowledge of products and/or production practices. Children under the age of 16 may not staff booths without an adult present.

Booth Sharing

Any sharing of booth space between two or more vendors must be evaluated on a case-by-case basis and pre-approved by theNEWmpls Farmers Market management prior to completing the vendor application process.

To be considered, vendors must have a booth sharing plan and submit a written proposal (with a sketch of how the space will be shared) via email using the contact information listed on page 3 of this handbook.

Booth Guidelines

Booth Standards

Each vendor will receive a 12' by 12' space for their booth. You will be responsible for providing your own tent for the market.

Vendors who register for a full or half season will be provided with a theNEWmpls Farmers Market sign with their business name to use for the season.

Prepared food vendors are required to have an overhead cover at all times per Health Code.



Booth Guidelines

Booth Appearance

Vendors are required to maintain a neat and tidy booth at all times.

Displays, signage, etc. may not infringe on walkways or neighboring booths.

All product pricing must be visibly displayed.

All backstock and containers must be stored under tables or neatly at the back of their booth, and under their canopy.

Health and Cleanliness Requirements

All vendors and their staff are required to wear clean clothes and footwear at all times during the market's operating hours.

Vendors are required to adhere to Health Department guidelines and all applicable license requirements

Vendors are required to dispose of all trash, debris, and recyclables from their booth in appropriate receptacles as directed by the NEWmpls Farmers Market at The Coliseum and/or City of Minneapolis staff.

Inclement and Severe Weather Plan



Rain

theNEWmpls Farmers Market at The Coliseum is rain or shine. Only under the threat of severe weather or forecast of a morning-long heavy downpour will the market be canceled.



Strong Winds

Vendors should be prepared each week for wind. Food preparation tents MUST BE kept up while the market is open per Hennepin County Health Department requirements.



Severe Weather

In the event of severe weather in the forecast, a decision on canceling the market will be made by 6:30am on Saturday morning by theNEWmpls Farmers Market management. You will receive a notification by text.

Fees & Payments

Payment Policy

Vendor applications are due BEFORE YOUR FIRST MARKET DATE. Your payment is due upon receipt of invoice. Subsequent payments are based on your chosen payment plan. See Payment Schedule on page 19 for more information.

Penalty Fees & Policies

Cancellation Policy: Vendors who do not communicate their lack of attendance by 3pm the Wednesday before the market will be charged a no call, no show fee.

Late Arrival/Set-up or Early Departure Fee: Vendors who are not completely set up by the market opening at 2:00 am or choose to break down their booth before 7:00 pm will be assessed a \$50 fee.

No Call, No Show Fee: Vendors who do not show up to their scheduled market day without contacting LTFM staff will be assessed a \$50 fee in addition to their booth fees being forfeited.

Parking Lot Fee: Vendors who park in the Lakeview Terrace parking lot and not in the designated vendor parking area will be assessed a \$25 fee.

Fees & Payments

Penalty Fees & Policies

Late Fee: Vendors will be charged \$25 for each month they are delinquent on any payments owed to LTFM.

Reimbursement Policy: A vendor may only be eligible for a full or partial reimbursement of booth fees under extenuating circumstances such as: health or family emergency, business closing, etc. This will be assessed on a case-by-case basis and only when reasonable notice is given to LTFM staff.



Vendor Requirements

General Requirements

All vendors and businesses at the market will be subject to approval by theNEWmpls Farmers Market management. There will be a cap on the number of vendors offering the same products or services in order to keep the necessary variety of offerings for a successful market.

Legacy Vendors who participated in the 2024 Lakeview Terrace Farmers Market and Minneapolis residents and businesses will be given first priority when selecting vendors for the market.

Vendors must complete and submit a MN ST-19 form.

Vendors must submit proof of liability insurance.

Vendors are not allowed to operate under a franchise agreement.

theNEWmpls Farmers Market vendors should accept EBT/SNAP benefits, when applicable. EBT/SNAP may be used to purchase the following:

- Cereals and breads (wrapped, labeled, home consumption)
- Dairy products
- Fruits & Vegetables (including jams, sauces, honey, maple syrup)
- Meat, fish, eggs
- Seeds and edible plants or plants that produce food
- Gift baskets with more than 50% of the basket including food items listed above

EBT/SNAP may NOT be used to purchase the following:

- Prepared foods eaten on site (including baked goods)
- Non-food items, medicines, vitamins
- Non-edible plants or plant products
- Pet food

Vendor Categories

Producer

Person(s) selling produce or products they were directly involved in growing or raising and harvesting a food product on owned, rented, leased, or share-cropped land. (farmer, grower, etc.)

Forager

Person(s) who collects and sells naturally occurring or wild products (mushrooms, berries, ramps) they foraged or gathered from public or private land.

Requirements:

- Completion of a wild mushroom identification training from an accredited college or university or state mycological society.
- Registered with the MN Department of Agriculture to register as a certified Wild Harvester and provide proof of registration.
- Provide signage at their booth that accurately identifies all mushrooms and whether or not they are wild or cultivated.
- Prominently display signage stating “Wild mushrooms are not an inspected product and are harvested from a non-inspected site.”
- See the MN Department of Agriculture publication “Harvesting and Selling Wild Mushrooms in Minnesota” for more information.

Vendor Categories

Mobile Food Vendor

Food truck, caterer, or other person(s) selling freshly prepared foods that are assembled on-site at the market.

Requirements:

- Vendors must have a Hennepin County Short Term Food License.
- Vendors must apply for a City of Robbinsdale Food Truck or Temporary Food License and will need:
 - A completed MN Tax Form
 - A completed Workers Compensation Form
 - \$25 for the associated fee
- Any relevant licensing must be displayed at the vendor's market booth for the duration of the market.

Processor

Person(s) selling food products or beverages directly processed or altered from its original state. This includes processed farm foods or value added products (jams, baked goods, lemonade, etc.)

Requirements:

- Cottage food vendors must have completed the University of MN Extension Cottage Food Vendor Safety Training.
- Cottage food vendors must be registered as a Cottage Food Vendor with the MN Department of Agriculture, unless you qualify for the Cottage Foods Exemption. See the MN Department webpage on Cottage Food Law Guidance for more information.
- Any relevant licensing must be displayed at vendor's market booth for the duration of the market.

Vendor Categories

Artist or Craftsperson

Person(s) selling items they designed and created themselves by hand.

Minneapolis Business or Product Rep.

Person(s) who either live in or own a business located in Minneapolis and want to offer their products or services at the market. They will be given priority over non-resident small businesses in the event of product/ service overlap or the market is reaching capacity.

Requirements:

- Proof of residence or business address in Minneapolis
-

Non-Resident Small Business or Product Rep.

Person(s) who own a small business outside of Minneapolis looking to offer their products or services at the market.

Payment Structure

theNEWmpls Farmers Market will accept the following forms of payment:

- Paypal: thenewmpls@gmail.com
- Quickbooks

Vendor Category	Daily Rate	Half Season (9 Weeks)	Full Season (18 Weeks)
Food Producer, Processor, Forager, Mobile Food Vendor	\$45	\$325	\$650
Artist / Craftsperson, Robbinsdale Business	\$55	\$425	\$850
Artist / Craftsperson, Non-Robbinsdale Business	\$60	\$475	\$950

Payment Structure

Payment Options

theNEWmpls Farmers Market is offering 2 payment options for full season payments ONLY.

- Pay IN FULL by April 20th, 2025
- Pay in 2 EQUAL INSTALLMENTS due on:
 - April 20th, 2025
 - August 1st, 2025

1/2 Season and Daily Rate payments are due upon receipt of invoice.

Permit & Licensing

Vendors must submit all relevant licenses and permits to theNEWmpls Farmers Market by May 1st, 2025. Accepted vendors will be sent a form to upload documentation when they are notified of acceptance into the market.

Late Fee

Delinquent accounts will accrue a \$25 late fee at the beginning of each month starting June 1st, 2025



Vendor Checklist



Booth Set-Up

- Items have been unloaded in the parking lot (NOT ON THE GRASS) and vehicle moved to designated vendor parking BEFORE booth set-up
- Vendor's name is clearly and visibly on display using proper signage
- Products are clearly labeled and priced



Food Safety

- Food is stored and displayed at least 6" off the ground or in a closed container.
- Non-produce items properly covered or wrapped
- Handwashing station set up for any food sampling taking place within 10 feet of booth
- Produce washed prior to sampling
- Utensils/cutting surfaces cleaned before cutting samples
- Samples are covered when not being actively sampled
- Sampling designed to only allow customer to touch their own sample
- Samples needing refrigeration prepped in small batches to prevent samples from getting to temperatures hazardous to consumption
- Sample preparation methods used prevent cross-contamination



Tear-Down

- All vendor items have been taken down and packed up BEFORE vehicle is moved to parking lot for loading
- Any and all garbage and debris cleaned up in and adjacent to vendor booth and disposed of properly BEFORE vehicle is moved to parking lot for loading

Thank You!

We look forward to collaborating for a successful 2024 Season of the Lakeview Terrace Farmers Market. Cheers to fitness, wellness, and nutrition.

