



# Lake Lorraine

## 2024 FARMERS MARKET RULES

Following is more information about the Lake Lorraine Farmers Market (LLFM) for the 2024 season. All vendors must complete an application (separate document) and be approved by the developers, Friessen Development, Inc. (FDI).

### GOAL

To bring the community to Lake Lorraine to promote local small scale agricultural and specialty products. The LLFM provides a dynamic marketplace for producers to make their products available to the consumers of the greater Sioux Falls area, particularly western Sioux Falls.

### GOVERNANCE

The LLFM is organized and managed by FDI. Generally, FDI representatives will staff every market to share information about the development and assist with set-up. FDI reserves the right to delete or modify its policies, procedures, rules and regulations. All vendors must be approved by FDI. Because Lake Lorraine is also a retail development, vendors who only sell products that directly compete with Lake Lorraine brick and mortar stores will not be accepted.

### MARKETING

Details about the LLFM are primarily promoted on social media (Facebook: @LakeLorraineFarmersMarket and Instagram: @LakeLorraineSiouxFalls), at [LakeLorraineSiouxFalls.com](http://LakeLorraineSiouxFalls.com) and through signage around the Lake Lorraine development. Vendor fees are used to supplement the expenses for FDI to promote the market.

### LOCATION

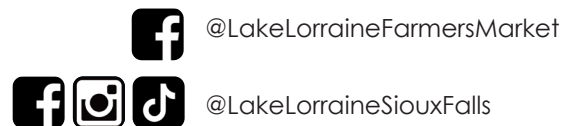
For the 2024 season, the Lake Lorraine Farmers Market will be located on the EAST side of the development in the parking lot between Five Below and Dave & Buster's. Part of the parking lot will be blocked off to vehicular traffic to promote safety for all vendors and customers. FDI reserves the right to change or adjust the market location at any time due to construction and space availability around the development.

### APPLICATION

Find more information and the official application at [LakeLorraineSiouxFalls.com/LLFM](http://LakeLorraineSiouxFalls.com/LLFM). Submitting an application does not mean a vendor is approved. All approved applicants will be contacted by Friessen Development, Inc. Preference will be given to previous vendors and applicants offering new products to the market.



For more information, contact us:  
605.929.9319  
[amy@lakelorrainesiouxfalls.com](mailto:amy@lakelorrainesiouxfalls.com)  
[LakeLorraineSiouxFalls.com](http://LakeLorraineSiouxFalls.com)



## VENDORS

### 1. Eligibility

Any individual whose goods are in compliance with market rules and guidelines who wishes to participate in the market, and whose application is approved by the owners is eligible to become a vendor at the LLFM market. Selling space will be allocated on a first-come, first-serve basis. Because Lake Lorraine is also a retail development, vendors who only sell products that directly compete with Lake Lorraine brick and mortar stores will not be accepted.

### 2. How to Become a Vendor

Complete the application form and attach all current applicable documents. *Fees will be collected after an application is approved.* Submitting an application does not guarantee placement at the market. It is the applicant's responsibility to find out which licenses and permits are required to meet state and local laws. If you have any questions, contact the City of Sioux Falls: 605.367.8780.

### 3. Insurance

Sellers are responsible for their own personal liability and product liability insurance and are required to provide FDI a certificate of insurance with their application, naming FDI as an additional insured. Contact your current insurance provider for options or consider FLIP — Food Liability Insurance Program ([fliprogram.com](http://fliprogram.com)).

## OPERATION DETAILS

### 1. Hours

The market runs every Thursday, beginning the first Thursday in June (confirmation of this date is TBD based on weather) and running into October (final date TBD and based on weather). Hours are 4-7 p.m. through September. Beginning the first October market date, hours adjust to 4-6:30 p.m. Vendors may arrive and be at their selling space 60 minutes prior to opening and should be ready sell 10 minutes before the market opens. Vendors are expected to attend the market day for its entirety unless there are extenuating circumstances.

### 2. 2024 Fees

The 2024 season fee is \$150 for the equivalent of two parking spaces with no electricity.

### 3. Set-up

All vendors must be set up and ready to sell by 3:50 p.m. After 4 p.m. no vehicles or trailers can be driven through the market space. *If a vendor cannot attend the market any given week they must contact Friessen Development, Inc. by noon on Thursday.*

### 4. Space

Vendor spaces are measured by parking spaces. Each vendor will have approximately 2 parking spaces to use. Tents and canopies are allowed. Vendors are responsible for bringing any tables, chairs, umbrellas or canopies to be used in their designated space. Weights are required to hold down any umbrellas or canopies.

### 5. Vehicles and Parking

We may ask that vehicles and trailers park outside of the designated market area depending on space availability. Please plan your set-up time accordingly to ensure vehicles are moved outside of the market area once the market officially opens. All products and signage must be placed inside your allocated space. Your space must be arranged so that your customers are able to shop in your area without invading another vendor's space.

### 6. Payment from Customers

Vendors may accept whatever payment forms work best for them — cash, check, charge, Venmo, etc. Please try to post acceptable payment methods where customers can see them. Currently, public wi-fi is NOT available at Lake Lorraine Farmers Market parking lot.

## 7. Signage

Vendors should post a sign that states the name of their business including their city and state. All products must be priced.

## 8. Organic Labeling

All vendors using the term “organic” must follow the federal regulations for its use.

## 9. Food safety laws

Vendors are required to comply with all applicable codes and regulations of local, state, and federal agencies and governing bodies, and it is each vendor’s responsibility to maintain their own compliance. Please contact the South Dakota Department of Agriculture, South Dakota Animal Industry Board, and South Dakota Department of Health for specific regulations/licensing requirements that apply to your products. These include, but are not limited to:

- A. Bakery and shelf-stable items including dried foods: follow all labeling regulations under the Home Processed Foods Law (see <https://tinyurl.com/e8kkpfw2>)
- B. Acid, acidified, and fermented canned goods: follow all labeling regulations and provide documentation of approved processes by a processing authority.
- C. Meat producers must follow all regulations of the South Dakota Animal Industry Board, including appropriate labeling and provide evidence of processing in an inspected facility.

## 10. Inspections and Verifications

All vendors must be able to demonstrate that their products meet the rules for sale of specific products. They must also be willing to allow inspections of their operation to ensure compliance of the rules.

