

The 406 Market

Vendor Compliance Handbook

Vendor Policies, Food Safety & Operating Requirements

Version 1.0

Effective September 2026

Welcome

I appreciate your interest in becoming a vendor at **The 406 Market**.

Our mission is to provide a year-round marketplace where Iowa farmers, producers, artisans, bakers, makers, and small businesses can sell high-quality products while serving our community's needs.

This handbook outlines the policies and expectations that help ensure a safe, compliant, and successful shopping experience for everyone.

Our Mission

The 406 Market exists to:

- Support Iowa farmers and small businesses
 - Increase access to fresh, locally sourced food
 - Promote Iowa-made products
 - Strengthen the local economy
 - Provide customers with a unique shopping experience
 - Build a welcoming community gathering place
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Vendor Packages

Pop-Up Vendor

\$25 per 2-hour event

Ideal for:

- Seasonal vendors
 - Cottage bakers (selling in compliance with Iowa law)
 - Specialty products
 - Holiday events
 - Product launches
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Basic Market Stand

\$50/month

Includes:

- Dedicated retail display
- Weekly social media promotion
- Staff-assisted sales
- Monthly sales reporting

Vendor provides:

- Inventory
 - Pricing
 - Restocking
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Full-Service Partner

\$100/month

Includes everything in the Basic package plus:

- Online store listings
- Product photography
- Shipping coordination
- Local delivery
- Customer service

- Website marketing
 - Inventory management assistance
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Vendor Requirements

All vendors must submit:

- Completed Vendor Application
 - Signed Vendor Agreement
 - W-9
 - Emergency contact information
 - Business information
 - Product list
 - Pricing sheet
 - Copies of required licenses (if applicable)
 - Proof of any required inspections (if applicable)
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Product Categories Accepted

We welcome:

- Fresh Produce
- USDA/state-inspected Meats
- Eggs
- Honey
- Dairy products from licensed producers
- Baked Goods
- Jams
- Jellies
- Pickles

- Salsa
- Sauces
- Seasonings
- Coffee
- Tea
- Candles
- Soap
- Clothing
- Jewelry
- Pottery
- Woodworking
- Art
- Home Décor
- Plants
- Flowers
- Pet Products
- Handmade Gifts

Iowa Food Compliance

Because products are sold through a retail marketplace, vendors are responsible for ensuring that their products comply with all applicable Iowa and federal laws.

The 406 Market reserves the right to request documentation at any time.

Fresh Produce

Acceptable:

- Fruits

- Vegetables
- Herbs
- Pumpkins
- Squash
- Sweet Corn
- Melons

Requirements:

- Clean
 - Fresh
 - Free from spoilage
 - Properly displayed
 - Accurately labeled when required
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Meat

Must:

- Be processed through a USDA or state-inspected facility, as required by law
- Remain refrigerated or frozen
- Arrive properly packaged
- Include required inspection markings and labels

No custom-processed meat may be sold through the market.

Eggs

Must:

- Be refrigerated
- Be clean
- Meet applicable Iowa labeling requirements

- Be delivered fresh
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Dairy

Must originate from licensed dairy processors.

Includes:

- Cheese
- Butter
- Milk
- Yogurt

Must remain refrigerated.

Honey

Must include:

- Producer name
 - Contact information (if required)
 - Product name
 - Net weight
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Bakery Items

Retail resale may require production in a licensed facility, depending on the product and Iowa law.

Examples:

- Bread
- Cookies
- Cakes
- Brownies

- Muffins

The market may request proof that products are eligible for retail resale.

Canned Foods

Examples:

- Salsa
- BBQ Sauce
- Pickles
- Jams
- Jellies

Products must comply with applicable Iowa requirements for processing and labeling.

Dry Goods

Examples:

- Coffee
- Tea
- Seasonings
- Soup Mixes
- Baking Mixes

Must be properly packaged and labeled.

Handmade Products

Accepted:

- Soap
- Candles
- Pottery

- Woodworking
- Jewelry
- Clothing
- Art
- Home Décor

Products should be safely constructed and accurately represented.

Labeling Requirements

Where applicable, food products should include:

- Product name
 - Business name
 - Ingredient list
 - Major allergens
 - Net weight
 - Required regulatory statements
 - Lot or batch number (recommended)
 - Best-by date, if applicable
 - Storage instructions, if needed
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Product Quality Standards

Products must be:

- Clean
- Safe
- High quality
- Properly packaged
- Free of mold

- Free of pests
- Free of damage
- Fresh upon delivery

Products not meeting quality standards may be removed from sale.

Product Recalls

Vendors must immediately notify The 406 Market if:

- A product is recalled
 - A food safety issue is identified
 - Incorrect labeling is discovered
 - A customer illness is reported that may be associated with the product
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Insurance

While not required for every vendor, product liability insurance is strongly recommended.

The 406 Market may require proof of insurance for certain products or higher-risk categories.

Inventory

Vendors agree to:

- Keep products stocked
 - Replace expired merchandise
 - Notify management of discontinued products
 - Deliver inventory promptly when requested
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Pricing

Vendors determine their own retail prices.

Price changes must be approved and updated before products are sold.

Payments

Vendor payments will be issued:

- Monthly
 - With a detailed sales report
 - Minus applicable rent, commissions, or agreed-upon fees
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Social Media Marketing

All vendors receive:

- Weekly social media promotion
- Vendor spotlights
- Product highlights
- Sale announcements
- Event promotions

Please provide quality photos and updates to help us market your products.

Store Appearance

Display areas should be:

- Neat
- Organized
- Fully stocked
- Clearly priced
- Attractive to customers

Market staff may adjust displays to improve merchandising while taking reasonable care with your products.

Seasonal Products

Seasonal products are encouraged, including:

- Holiday décor
- Pumpkins
- Christmas gifts
- Valentine's gifts
- Easter items
- Garden plants
- Fall decorations

Vendor Conduct

We expect vendors to:

- Treat staff respectfully
- Maintain professional communication
- Deliver products on time
- Honor commitments
- Promptly respond to inventory requests

Grounds for Termination

Vendor agreements may be terminated for reasons including:

- Repeated quality issues
- Misrepresentation of products
- Failure to comply with applicable laws
- Nonpayment of fees
- Unsafe products

- Failure to restock inventory
 - Products with no sales for three consecutive months (unless seasonal or otherwise approved)
 - Conduct that negatively affects customers or the market
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Questions?

The 406 Market

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Appendix A – Vendor Compliance Checklist

Before your products are approved for sale, please ensure you have completed the following:

- ☐ Vendor application submitted
- ☐ Vendor agreement signed
- ☐ W-9 submitted
- ☐ Product list provided
- ☐ Pricing list provided
- ☐ Emergency contact information on file
- ☐ Required food licenses or registrations provided (if applicable)
- ☐ Required inspection documentation provided (if applicable)
- ☐ Products are properly packaged and labeled
- ☐ Product liability insurance provided, if required
- ☐ Display setup approved
- ☐ Inventory stocked for opening day

Important Note

This handbook is intended to help vendors understand The 406 Market's expectations and common Iowa food retail requirements. It is not legal advice. Vendors are responsible for complying with all applicable federal, state, and local laws governing the products they produce and sell. When in doubt, vendors should consult the appropriate Iowa regulatory agency or a qualified legal or food safety professional.