

Fort Atkinson Farmer's Market Producer Policies and Procedures

Love Where You Live. Shop Local. Shop Fresh.

MISSION: The Fort Farmers Market celebrates local foods and arts while nurturing neighbor-to-producer relationships, cultivating healthy communities and integrating sustainable practices into our everyday lives.

Day of week: Saturday **Hours:** 8am-noon

Arrival: Vendors may arrive between 6am and 7:30 a.m. and should be set up by 7:45 am. Failure to arrive prior to 7:30 a.m. time may result in forfeiture of allocated spot. To create a fair playing field for all, producers are asked not to sell anything until 8am.

Sellers Permit: Artists and producers selling non-food items may need a Wisconsin Seller's permit. Please call the Wisconsin Department of Revenue at (608) 266-2776 or see their website: www.wisconsin.gov/state/license for information on obtaining a Wisconsin Seller's Permit.

SPRING/REGULAR/HARVEST Season Details:

*SPRING PREVIEW May 5, 12 & 19 with focus on gardening, compost, native plants, earth friendly lawn care, planting, etc. Seasonal Producers who attend all 3 Spring Preview Days will get a \$10 gas card as well as waive any additional fees.

*REGULAR SEASON May 26 (SEASON KICK OFF) – September 29, 2018

*FALL HARVEST October 6, 13, 20 & 27 with focus on fall crops, gourds, pumpkins, apples, baked goods, etc. Programming scaled down according to weather.

Attendance: **SEASONAL PRODUCERS are EXPECTED TO SELL AT EVERY MARKET.** If for some reason you are unable to sell one weekend due to illness or a previously planned event PLEASE CONTACT THE MARKET MANAGER PRIOR TO THE SATURDAY YOU WILL BE GONE so that your space can be filled by a daily producer. **If you miss 3 Saturdays in a row, your space will be given up to someone else** and you will be considered a daily producer (regarding space) for the rest of the season. Daily producers who attend regularly will be given a designated space as often as possible. Flexibility in this process is requested, however, due to fluctuations in the market program and number of daily producers. If you are a regular daily producer please call or email prior to Saturday if you know you will be gone.

Location: City Parking Lot across from Post Office (theatre façade) on Milwaukee Avenue, Fort Atkinson, WI

Cost: Farmers/Artists Daily fee \$12.00(per space) & Seasonal Rate (19 Sat.'s and additional FREE spring preview (3) and/or fall harvest (4) days if you attend all days) \$125 (per space if paid by March 30, \$145 thereafter). Artist Saturdays Only (last Saturday of each month) \$50. Community groups get 2 space free per season, pay \$30 for once a month and \$50 for a seasonal.

Sites available: Once we know how many seasonal and daily producers we have, we will confirm your location. Most likely sites will measure 10' wide by 36' long (parking stalls head to head) Fee includes one site. If additional space is needed additional charges will apply. Producers will get priority in their top 3 choices for locales according to: if they are a returning producer, the date they returned their site request and also with consideration of product mix and marketing.

Farmers Market Product Goals: Our goal is to create a welcoming environment with activities that will draw new customers. Our commitment is to the small farmer and local producer

50% Produce/Fruit/Grains/Flowers

25% Bakery, Jams, Honey, Syrup, Canned Goods, Meat, Poultry Eggs

20% Homemade grooming products, pet products, woodwork, handcraft and/or art

5% Beverage/Edible Food.

One Saturday of each month will be focused on Arts & Crafts and marketed that way in local papers. We recommend that some arts & crafts producers chose to sell only those days as to maximize their profitability and cater to the niche buyers that day. However we still would like some seasonal arts & crafts producers. Again, producers who send in their applications first will get priority along with returning producers. We will also give priority for seasonal arts producers who reflect a variety of art types (i.e. if there are only 4-5 seasonal arts/homemade products spots they shouldn't all be soap or all be woodcraft, etc). Once the arts & crafts seasonal spots are filled, vendors will be encouraged to attend the expanded 4th Saturday market.

Display: Producer will furnish tables, **tablecloth**, chairs, and tent (whenever possible). Producer is expected to provide **appropriate and well-constructed signs and display**. Producers are encouraged to provide additional signs & information including: recipes, nutritional information, local farm story, history of product/seed, how their products/activities support a local & sustainable economy/community. If you need assistance with these additional signs please contact the market manager. The city will provide the general public seating, signs, hay bales, and limited umbrellas.

Public Relations: The Fort Farmers Market works hard to spread the word about your great products. We purchase advertising in local and regional papers, do radio interviews, send press releases, oversee a website, display signs and network with businesses and community organizations. You can assist in "spreading the word" about the market by: linking your website to the fort farmers market website www.fortfarmersmarket.com, joining the Fort Farmers Market Facebook page, hang monthly posters in your town, share special products with the market manager well in advance so they can be included in publicity, and volunteer to go on radio interviews. **Most importantly**, on market days, your enthusiasm and welcoming spirit will help create a place where customers enjoy shopping and learning about where their food comes from and how to make certain artisan crafts. If you have other ideas about how to get the word out, please contact the market manager.

Market Etiquette: To create a welcoming and clean atmosphere, we ask that you **refrain from smoking, swearing and also present yourself in a way that reflects best upon your products**. If there is a disagreement between you and another vendor and/or you and a customer, please find the market manager before the discussion escalates and/or ask for help from your neighbor until the manager can assist you.

Approved Items to be sold: Produce (fruits and vegetables), edible grains, nuts and berries, flowers (cut, dried, potted), plants, honey, maple syrup, canned goods (**properly labeled and processed in accordance with state standards**), homemade bakery, processed frozen poultry and meats, eggs, other ag related products. Market administrator must approve all other products. Please review the enclosed information from the Wisconsin Department of Agriculture. **All prices must be clearly marked in public's view.**

Prohibited Items For Sale: Live animals, rummage articles, arts & crafts items primarily made of previously commercially created arts & crafts products, and products that are processed & sold under a brand name other than the vendor's own. Always check with the market manager if you are unsure if your item can be sold.

Application: Vendors must complete and submit an application form and are subject to review at any time.

State WIC & Senior Food Nutrition Programs: Fruit & Vegetable Vendors are HIGHLY ENCOURAGED to participate in state food programs that serve low-income families and seniors so that the market is accessible to everyone. Participants receive a # that they display on their booths. These programs allow you to be reimbursed for your products. This program is FREE to you and adds to your customer base. Call Judy Allen 608.261.8867

Clean Up: All refuse MUST be cleaned up and taken away by vendor.

Insurance: Sellers are responsible for their own personal liability and product liability insurance.

Legal Requirements: Sellers are responsible for full compliance with all applicable federal, state & local laws.

Violations: Violation of any of the policies and regulations may result in an individual being barred from further participation.

INFORMATION FOR FOOD PRODUCERS AND/OR FARMERS:

Licenses and Permits - It is the responsibility of the vendor to obtain and provide to the Market Manager copies of all licenses and permits required for the sale of vendor's products at the Market along with their "Application For Membership."

Weights and Measures: All produce to be sold in the Market will be sold by legal weights and measures.. The use of a non-certifiable scale at the Market is a procedural violation.

Samples: All samples offered by vendors must meet the following criteria:

- (a) Samples must be stored in rigid, covered containers until serving.
- (b) All samples must be pre-cut away from the sales unit.
- (c) All samples of processed foods must be prepared in a licensed kitchen facility.
- (d) Samples should be of adequate size and proportionally spaced to minimize customer handling.
- (e) All samples must be held and dispensed under clean and sanitary conditions. (i.e. toothpicks provided for sampling).
- (f) All vendors giving free samples MUST provide a waste container in a prominent place and labeled for use by the public.

Product Temperature - The vendor is responsible for monitoring and maintaining proper temperatures in accordance with health codes. Vendors who sell foods that must be kept refrigerated or frozen must have an accurate thermometer at the Market.

Potentially Hazardous Foods - Potentially hazardous foods are so defined by the Department of Health. "Potentially hazardous food means any food which consists wholly or in part of milk, milk products, eggs, meat, poultry, fish, shellfish, edible crustacean or other ingredients, and which is capable of supporting rapid and progressive growth of pathogenic, infectious or toxicogenic microorganisms." It is the responsibility of the vendor to abide by the Department of Health guidelines concerning the vending of such products.

Labeling: All vendors using the term organic or other USDA-defined terms must follow the appropriate federal regulations.

License Exempt Foods: Raw Honey, Raw Honey Products, Unprocessed fruits & veggies, Apple Cider (w/warning label) & Maple Syrup, Popped Popcorn, Poultry (up to 1,000 birds your own raising) Home Canned Goods under \$5000 of sales/season under Pickle Bill (i.e. pickled fruits/veggies, salsas, sauerkraut, jams/jellies) using approved recipe and w/Pickle Bill training.

Raw Fruits and Vegetables:

- (1) Must be grown from cuttings grown by the vendor or from seeds or transplants, and the final product may not be purchased or bartered for.
- (2) Must not be processed or adulterated. Vendors may sell a mixed bag of produce or vegetables but may not process, including chopping or shredding, the fruits or vegetables without a processing license and approved processing procedures.

Prepared Food Products:

Vendor must have photo copies of all necessary licenses for the production of the processed product and must have them filed with the Market before offering any processed item for sale.

FOR MORE INFORMATION REGARDING HEALTH DEPARTMENT STANDARDS PLEASE CONTACT OUR REGIONAL HEALTH DEPARTMENT COORDINATORS TO MAKE SURE YOUR PRODUCTS ARE COMPLIANT
OTHER FOOD SAFETY RESOURCES: DATCP Inspector: 608.224.4682 UW Extension 608.263.7383
DATCP Food License Questions: Wholesale Donna Johnson 608.224.4720
Retail: Laurel Clary 608.224.4885 Meat: Paul Pierce 608.224.4731