

# Antigo Farmers' Market

## 2008 Vendor Guidelines

### Market Location:

Former County Market Parking Lot, 700 Superior Street/ Hwy 45, Antigo, 54409

### Market Date & Times:

Market will open August 2<sup>nd</sup> continuing into October as weather permits. Start time is 8:00 a.m. and ends at 1:00 p.m.. Set up is expected to occur between 7:00 a.m. and 7:45 a.m.. No sales before market opens or after closing time. Stalls empty at 7:45 will be assigned to a day vendor.

### Producer Market

All products displayed for sale must be produced locally by the vendor who sells them. Resale of any other items purchased by a vendor will not be permitted. A vendor is defined as the actual producing individual, immediate family member, another *member-producer* of the market, or employee of the farm producer. Local is defined as a 50 mile radius of Antigo. An exception may be made to allow a Wisconsin vendor outside area, if a membership majority (2/3rds) is in support.

### Allowable Products

Vendors will submit a product plan on the application, indicating that season's market intentions. Fresh fruits and vegetables, flowers, herbs, potted plants, honey, maple syrup, meat, home-made soap, jams/preserves, non-retail baked goods, eggs, and meat are acceptable. However all eggs, meats, dairy products, and processed foods must be processed, stored, displayed and sold according to state and federal guidelines. Two vendor stalls are available for artisans on a weekly rotating basis; scheduling and approval subject to Market Managers discretion. No live animals.

### Membership & Fees

To sell at the Farmers Market, a vendor must annually complete a vendor application prior to selling at the market. This document verifies they are the actual producers of specified items which they intend to sell.

A farmers market must pay for signage, advertising, insurance, facilities, labor, mailing, licenses, and promotional activities. Membership and stall fees are a key source of income to do this. A \$75 full season fee includes annual membership and stall fees for a single stall. An alternative to the full season membership is a day to day stall fee of \$10, and one time annual membership fee of \$10.

New vendors will be permitted to attend one (1) market day as a trial after filling out an application and meeting with the market manager. If the vendor continues, fees would be collected as usual.

## Stall Space

Generally a stall refers to 10' of front display area with a 15' area for stock. Vehicles are permitted to park behind the stall. Tents are encouraged for product quality and overall market appearance.

## Market Behavior

Vendor discipline or termination without refund can occur following first verbal and then written warnings. Activities outside the following expectations should be reported to the market manager:

- Vendors must clean-up area around truck and sales area before leaving each market day.
- Shade structures shall be secured to the ground via clearly-marked blocks, sandbags, or other heavy objects in order to prevent damage to products and injury to others. No open 5 gallon pails with water allowed.
- No pets will be allowed.
- A stand or display that impedes access to other vendors.
- Questionable product quality, labeling, and radical price cutting concerns are also subject to market manager and Board review.

## Signage

Signs identifying the name, phone number and location (address) of the vendor's business must be posted before sales begin. Minimum size is 8 ½" X 11" sign. Signs, boards, tags, or labels listing prices of all products for sale must also be posted prior to sales. Producers should clearly label organic and non-organic products in the same display. Vendors marketing "organic" products must display their grower's certification number and name of certifying body.

## Duties of Market Manager

Duties include:

Announce the opening and closing of market with bell or horn

Collect the seasonal or day vendor fees

Record attendance and brief log of market events

Assign vendor space and reassign spaces in the event of absence/late arrival

Manage conflict between vendors or customers

Enforce market rules and report alleged violations, in writing, to Market Board

Convene producers at the market for brief meetings if necessary

## External Regulations & Insurance

Vendors are responsible for compliance with applicable city, county, state and federal regulations concerning health, licenses, packaging, labeling, taxes, weights and measures, signage, etc. All processed, baked, frozen, and canned food must be prepared in properly licensed facilities. **All sellers and shoppers are responsible for their own personal and product liability insurance.** The Antigo Farmers Market, vendors and volunteers, assume no liability for injuries resulting from the use of the market or the products sold there.

**2008 Antigo Farmers' Market**  
**Application for Permission to Sell**

Name: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ Zip: \_\_\_\_\_

Product(s) you intend to sell: \_\_\_\_\_  
\_\_\_\_\_

Phone Number: \_\_\_\_\_ Cell Phone Number: \_\_\_\_\_

W.I.C. Certified: (Circle One)      Yes      No

**Seasonal Fees:** Single Stall (10') . . . . . \$75.00 (includes annual membership fee)  
                         Double Stall (20') . . . . . \$120.00 (includes annual membership fee)

- OR -

**Daily Fees:**      Single Stall (10') . . . . . each Saturday \$10.00 (+\$10 for annual membership fee)  
                         Double Stall (20') . . . . . each Saturday \$15.00 (+\$10 for annual membership fee)

**Note:** All seasonal fees are to be paid in full one week prior to opening day. All paid fees are non-refundable.

Please make check payable to: **Antigo Farmers' Market.**

**2008 Desired Dates of Participation (Please circle desired dates):**

August:	2	9	16	23	30
September:	6	13	20	27	
October:	4	11	18	25	
OR:	- ALL DATES -				

**NOTE: Additional dates may be added up to one week in advance by re-sending this form.**

Total Fees Enclosed at Daily Rate: \$ \_\_\_\_\_ + \$10 Membership Fee for 2008 = \$ \_\_\_\_\_ total

OR at Seasonal Rate: \$ \_\_\_\_\_

Day vendors: Please "x" if your \$10 membership fee was previously paid: \_\_\_\_\_

**\*\*\*Seasonal Vendors: PLEASE RETURN THIS FORM BY JULY 25, 2008.\*\*\***

QUESTIONS? Call Maggie Turnbull, 715-610-0302.

Once completed, please attach membership application, fee payments, and any required licenses, and mail to:

**Antigo Farmers' Market**  
**c/o Margaret Turnbull**  
**631 North Ave. #7**  
**Antigo, WI 54409**

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- For Manager's Use -

Date Received: \_\_\_\_\_

**Daily**      \$ \_\_\_\_\_      Membership Paid: \_\_\_\_\_      Check # \_\_\_\_\_

2008

Antigo Farmers' Market

Application for Association Membership

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Cell Phone Number: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

Web Site Address: \_\_\_\_\_

The items I will be selling at the Antigo Farmers' Market will be:

grown/produced on land that (circle one) I own I rent located at:

\_\_\_\_\_

baked/processed in a licensed kitchen that (circle one) I own I rent located at:

\_\_\_\_\_

Membership in the Antigo Farmers' Market Association assures merchants of a voice and a vote in the policies and operations of the Market. This membership is required of all merchants participating in the Market. A membership fee of \$10.00 per merchant, per season, is charged to cover operating costs.

In consideration for being permitted to participate in the Antigo Farmers' Market, **I agree to comply with the market rules**, a copy of which, I hereby acknowledge receipt. I also agree to hold harmless and indemnify the property owner WC Enterprises, LLC, the City of Antigo, its officers, employees and agents, and the Antigo Farmers' Market Board, its officers, employees and volunteers from any and all liability for property damage or personal injury that may occur from any cause whatsoever including negligence as a result of my participation in the market.

The Antigo Farmers' Market Association also has my permission to publish, electronically or via print media, my website address and any photos taken at the market, for the purpose of promoting the market.

Signed: \_\_\_\_\_ Dated: \_\_\_\_\_