



2010 Season  
Tuesdays, May 11-October 12, 4:00 pm - 7:00 pm  
953 Jenifer St, Madison, WI 53703

## POLICIES, PROCEDURES, AND RULES

### **1.0 INTRODUCTION**

#### **Mission Statement**

The Eastside Farmers' Market exists to pursue the following goals:

To contribute to the vitality of the near east side community/Central Rail Corridor;

To give growers and producers of local agricultural commodities and other farm-related products direct marketing opportunities;

To promote the sale of locally-grown and artisanal farm products;

To expand the availability of organic and natural foods that are fresh, full-flavored, unique, healthy, and nutritious to the near east side community;

To provide an opportunity for farmers and east side residents to deal directly with each other rather than through third parties and thereby get to know and learn from one another;

To foster local and regional foodshed systems in order to support a commitment to mutual respect, fairness, responsibility, and accountability from farmer to consumer;

To support the local agricultural base by seeking products that have been grown and processed in ways that protect and enhance the air, water, soil, wildlife, and biodiversity;

To enhance the quality of life on the east side by providing an activity which fosters community and social interaction; and

To preserve agricultural land use, support the local agricultural base, and ensure the continued regional existence of our agricultural heritage.

### **2.0 MEMBERSHIP DUTY AND PRIVILEGES**

#### **Eligibility**

- 1) All individuals whose goods are in compliance with market rules and guidelines who wish to participate in the market as vendors will be required to complete an "Application for Permission to Sell" form and submit with the application all applicable licenses pertaining to food processing establishments and all other required permits.
- 2) A vendor will not be allowed to participate in a market without submitting a completed application to the market manager and obtaining the approval of the market manager.

- 3) In no event may a vendor sell on the same day as an application is submitted. Those vendors proposing to sell items which require licenses or permits must have these licenses or copies of the licenses available for inspection before these individuals will be allowed to sell such items at the market.
- 4) Vendors whose "Application for Permission to Sell" is **RECEIVED** by February 28, 2010 will be reviewed by the Advisory Committee.

## **Membership**

One permit is issued to an individual or to a group of individuals. To be eligible to share in a permit, each qualified helper must:

- 1) Be listed by name on the application
- 2) Have substantial participation in the actual production of the product

A vendor or qualified helper, listed on the application, must be present at each market in order to exercise permit rights. Failure to have a vendor or qualified helper at the stand will result in the non-member vendors not being able to set up; if they have already set up, they will have to pack up and leave immediately.

Vendors may share a stall at the market in order to provide a broader selection of product throughout the season. If opting for this, both applications must be submitted together. However, the vendor or qualified helper whose products are being sold on that market day must be present. Vendors sharing a stand share the seasonal fee, as stated below.

### **3.0 FEES**

Fees will be charged to help pay for marketing and operational expenses. The fees for 2010 are as follows:

Seasonal/partial seasonal:	\$10.00/day
Daily	\$12.00/day
Double stalls	\$15.00/day

A \$100.00 deposit is required with all applications. All fees include on-site parking for one vehicle. Once you have been selected and your fees are paid, all fees are non-refundable if a vendor chooses to withdraw from the market.

Deposits will be returned promptly to the applicant if the application is denied.

### **4.0 INSURANCE**

Sellers are responsible for their own personal liability and product liability insurance. The market encourages vendors to obtain personal liability insurance.

### **5.0 MARKET OPERATIONS**

#### **Set-up**

The Tuesday Market will be open for sales from 4:00 pm - 7:00 pm. Participating vendors shall adhere to the following schedule:

Stall set-up 3:00 pm - 4:00 pm

All tent stalls may be set up at this time in assigned areas. Seasonal vendors must provide notification to the market manager by Tuesday at 12:00 pm if they do not plan to attend market that day. Seasonal vendors are expected to attend 90% of the market days. Stalls are assigned on a first-come, first-served basis.

All daily vendors must submit the "Application for Permission to Sell" form before being eligible for acceptance for the following week. The daily fee must be paid to the market manager upon acceptance and prior to set-up at the market. The policy of first-come, first-served is interpreted to allow for a fair, orderly, and courteous system.

#### **Parking**

Parking will be assigned by the market manager. No vehicles can enter the parking lot after the market begins at 4:00 pm or leave before the market is over at 7:00 pm

## Market Permits and Stall Assignments

Seasonal/Partial Seasonal stall permits are issued on a first-come, first served basis. Permits will be approved by the Advisory Committee using the following criteria:

- 1) The product to be sold reflects the market mission and goals;
- 2) The product increases the selection and diversity of products available at the market;
- 3) Seniority applies if the vendor continues to offer products meeting the first of the aforementioned criteria, and
- 4) If returning, payment from the previous season must be received prior to submission of application. To maintain market membership from the previous season and seniority rights and privileges, payment must be paid in full by December 31 of the year in which fees were accrued, and;
- 5) Vendor demonstrates the ability to provide a sufficient supply of products for sale.

## 6.0 RULES APPLICABLE TO ALL VENDORS AND PRODUCTS

- 1) All sellers must abide by, and all products must comply with all applicable federal, state, and local regulations governing health, packaging, labeling, taxes, scales, weights and measures, etc. For more information contact the Permit Information Center, (800) 435-7287.
- 2) All items must be grown, gathered, produced, and/or processed in Wisconsin by the vendor. Ingredients of artisanal products should be sourced locally if possible. All processed products must be properly labeled in accordance with the State and Federal labeling laws. All containers must comply with state laws. Purchasing items from other vendors or producers for direct resale at the Eastside Farmers' Market is not allowed.
- 3) It is the expectation of the EFM that the farmer/farm family be available at market to manage the stand. The intent is to have one person available who is integrally involved in production to answer customer questions.
- 4) Outstanding debts must be paid by December 31 of the year in which market fees were accrued to remain in good standing. Failure to do so will result in the loss of market membership and seniority rights and privileges.

## Permits and Licensing

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 Permission to Sell."

## 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 toxigenic microorganisms." It is the responsibility of the vendor to abide by the Department of Health guidelines concerning the vending of such products. If any vendor is deemed to be in violation of health codes pertaining to such products, the following measure will be taken by the market manager:

- 1) The vendor of such a product will be immediately removed from the market for that day.
- 2) The proper regulatory agency will be notified as soon as possible.

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

## Samples

All samples offered by vendors must meet the following criteria:

- 1) Samples must be stored in rigid, covered containers until serving.
- 2) All samples must be pre-cut away from the sales unit.
- 3) All samples of processed foods must be prepared in a licensed kitchen facility, with facility documentation available at the market stall each time samples are served.
- 4) Samples should be of adequate size and proportionality spaced to minimize customer handling.

- 5) All samples must be held and dispensed under clean and sanitary conditions (i.e. toothpicks provided for sampling)
- 6) All vendors giving free samples **MUST** provide a waste container in a prominent place and labeled for use by the public.

### **Trash Management**

Vendors must not discard refuse of any kind in or around trash receptacles. Instead, they must clean up their sales areas completely before leaving, and haul the waste home.

### **Weight and Measures**

All weighed items to be sold at the EFM must be sold by legal weights and measures. Vendors are responsible for having their scales certified for compliance annually. The use of a non-certifiable scale at the market is a procedural violation.

### **Pets**

Sellers must not bring pets into the market for health and safety reasons. The sale or giving away of animals at the EFM is prohibited.

### **Smoking**

Both member and market attendees are prohibited from smoking in the market area.

### **Noise/Fumes**

No loud or disturbing noises shall be made or action taken on the grounds which will interfere with the rights, comforts, or convenience of other vendors or the public. No vendor shall play, or allow to be played, any radio or other sound instrument at a sound level, which may annoy or disturb other vendors. The running of any gasoline or diesel motors or engines, including all vehicles, is not permitted.

### **Vendor Conduct**

Vendors shall conduct themselves in a manner that is courteous to other vendors, market personnel, and the public. Behavior, which is threatening, abusive, or harassing shall constitute a violation of the EFM Policies, Procedures, and Rules and is grounds for immediate termination of market membership at the sole discretion of the market manager.

### **Inspection**

Representatives of the EFM shall have the right to conduct an inspection of the production areas of those products sold by a vendor at the market. The vendor will be given 48 hours notification prior to an inspection. An inspection may include ownership information and any other information relevant to determining product legitimacy. Failure to allow such an inspection shall constitute a violation of EFM Policies, Procedures, and Rules and is grounds for immediate termination of market membership at the discretion of the Advisory Committee.

### **Covenant to Hold Harmless**

The vendor, in consideration of participation in the EFM, agrees to hold Williamson Street Grocery Cooperative, the City of Madison, and the Wil-Mar Neighborhood Center and their agents, officers, directors, and employees harmless from and against any and all claims, causes of action, demands, debts, damages, judgments, cost or expenses (including attorney fees), or other losses of any nature or kind arising from, relating to, or in any manner connected with market activities.

### **Right to Terminate Vendor**

If a vendor is found to be in violation of any of the above rules, his/her vending privileges will be immediately terminated. All remaining fees will be returned to the vendor.



Eastside Farmers' Market  
Application for Permission to Sell - 2010

Fill out completely and type or print all information clearly.

**Contact Information**

Name of business \_\_\_\_\_

Name of primary vendor \_\_\_\_\_

Mailing address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Phone(\_\_\_\_\_) \_\_\_\_\_

E-mail \_\_\_\_\_ \*You will receive information via e-mail unless otherwise requested

Website \_\_\_\_\_

**Type of Permit Applying for**

- Seasonal - planning to attend EFM the entire season (May 11 - October 12), \$10.00/day
- Partial Seasonal - planning to attend EFM part of the season, specify range of dates, \$10.00/day: \_\_\_\_\_
- Daily - not seasonal or partial, available randomly throughout the season or on the waiting list, \$12.00/day

**Qualified Helper(s)**

Name	Relationship to Business/Product
1. _____	_____
2. _____	_____
3. _____	_____

**Production Information**

1. Please briefly describe your production practices (i.e. organic, biodynamic, IPM, pasture-raised, etc.)  
\_\_\_\_\_  
\_\_\_\_\_

2. Location of land/production facility:

Section \_\_\_\_\_ Town of \_\_\_\_\_ County \_\_\_\_\_

Address \_\_\_\_\_

3. Size of growing area \_\_\_\_\_

4. Location, size, and number of greenhouses (if applicable) \_\_\_\_\_
5. Name of processor and location of plant (if applicable) \_\_\_\_\_
6. Do you accept WIC or Senior Farmers' Market Nutrition Plan? \_\_\_\_\_

**Licenses, Permits, and Permission Information**

**Record appropriate license/permit number AND provide copies of licenses and permits issued by regulatory agencies, as required.**

Nursery \_\_\_\_\_ Required if you sell perennials.

Processing \_\_\_\_\_ Required to process food in an inspected facility

Mobile Retail License \_\_\_\_\_ Required if you sell potentially hazardous food.

If Certified Organic, list certifying agency and number \_\_\_\_\_

For wild gathered items, identify location where gathered and attach permission of property owner.

**Product Information**

*This information is important in planning a well-balanced market with a wide variety of items available to customers, so please be as accurate and realistic as possible. Admission to the market will be partly based on the prospective vendor's providing a product compatible with the market's needs. The market manager will also assess compatibility with respect to existing product offerings.*

Product Description	Approximate Dates Available	
	From:	To:
	From:	To:
	From:	To:
	From:	To:
	From:	To:
	From:	To:
	From:	To:
	From:	To:
	From:	To:
	From:	To:
	From:	To:
	From:	To:
	From:	To:
	From:	To:



**In order to be considered for the Eastside Farmers' Market, this application must be RECEIVED by February 28, 2010.** Send to: Willy Street Co-op, Attn: Liz Hawley, 1221 Williamson St., Madison, WI, 53703. Email: l.hawley@willystreet.coop Fax: 608-251-3121

**Please submit a \$100.00 deposit with your application.** Make check payable to Willy Street Co-op.

2010 Market Season: Twenty-three weeks

If accepted into the market your remaining balance will be billed to you.

Balance due August 15, 2010

If you are not accepted into the market your check will be returned to you within two weeks of notification.

Please note that all vendor fees will be used for market operational expenses, publicity, and advertising.

### **Equal Opportunity**

EFM is committed to equal opportunity in employment and vendor selection practices. Employees and vendors will not be discriminated against on the basis of race, sex, age, religious or political beliefs, national origin, sexual orientation, marital and parental status, or disability.