



## EAGLE RIVER FARMERS' MARKET 2021

### POLICIES AND GUIDELINES

The Eagle River Farmers' Market is a venture of the Eagle River Main Street Program, located in Eagle River on Hwy.45, just south of the bridge. The intent of the Market is to bring fresh products to the people in the area via small producers, backyard gardeners, hobby farmers, and local garden and nature artisans.

We welcome you, as a producer or shopper, to participate in this Market and we hope to see you there often. The policies and guidelines contained within this document are designed to meet state and local regulations for direct-market sales, and to assure buyers the highest quality of local produce.

### MARKET ORGANIZATION

The Promotions Committee of the Eagle River Main Street Program is responsible for the operation of the Eagle River Farmers' Market and reserves the right to refuse the sale of any item not in compliance with the State of Wisconsin or Market Policies and Guidelines as set forth by the Promotions Committee (Market Committee)

**SELLERS:** Sellers are approved to participate by the Market Committee through an application procedure. We encourage the selling of a variety of goods of fruits, vegetables, plants, flowers, meats, jams, jellies, honey, syrup, prepared and baked goods, fresh eggs along with handmade crafts. (Craft booths will not exceed 30 % of our available space. Interested vendors will need to apply using the crafter application form.)

**MARKET COMMITTEE:** The Market Committee and its volunteers oversee the routine operation of the Market and have the authority to enforce all Policies and Guidelines.

### MARKET HOURS and FEES

#### Wednesdays

**May 12 - October 6, 2021, 8:30 a.m. to 1 p.m.**

Vendors must arrive, be set up and ready to sell prior to 8:30 a.m. Scheduled market hours end at 1:00 p.m., however vendors may stay late the site is vacated by 3:00 p.m.

#### Sundays

**June 6 – October 3, 2021, 10 a.m. to 2 p.m.**

Vendors must arrive, be set up and ready to sell prior to 10 a.m. Scheduled market hours end at 2:00 p.m., however vendors may stay later if the site is vacated by 4:00 p.m.

10x 10 space is **\$10.00** per week or **\$165.00** for discounted seasonal rate. **Seasonal rate must be paid before the start of the season.**

## **MARKET CONDUCT**

Be Kind!!!

As a courtesy to other vendors and customers, smoking will only be allowed at the road behind the Market only (Michigan Street). No smoking is allowed in any other area. This policy will be strictly enforced.

If there are any questions or concerns regarding other vendors or customers, please come to the market committee to inquire and not the said customer or vendor. It is the market committee's responsibility to enforce these guidelines.

## **ENFORCEMENT**

The Market Committee assumes the right to inspect a participant's garden or farm to assure that product origin and policies are observed. If a vendor is found in violation by selling goods not grown by the vendor, the Market Committee will ban that product from the Market for the rest of the season.

The Market Committee reserves the right to require the removal of any customer, vendor, animal, or product that it deems dangerous, disruptive, or considered offensive.

The Market Committee will handle any problems related to the administration of these rules. The Board of Directors of the Eagle River Revitalization Program, whose decision shall be binding on all parties, will make final decisions.

## **LIABILITY**

All vendors and customers are responsible for their own personal and product liability. The EAGLE RIVER REVITALIZATION PROGRAM (also known as Eagle River Main Street Program), the EAGLE RIVER FARMERS' MARKET, the MARKET COMMITTEE, the CITY OF EAGLE RIVER, and VOLUNTEER HELPERS assume no liability for injuries resulting from the use of the Market or the products sold there. Vendors will maintain their stalls in a safe condition and will indemnify and hold harmless the EAGLE RIVER REVITALIZATION PROGRAM, the EAGLE RIVER FARMERS' MARKET, the MARKET COMMITTEE, the CITY OF EAGLE RIVER, and VOLUNTEER HELPERS from injuries or damages, or claims of injuries or damages, sustained by any person in the vendors stall.

**Our goal is to have a successful and enjoyable market for vendors and customers alike. Please let us know how we can help.**

Thank you for your interest in the Eagle River Farmers' Market

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## GENERAL POLICIES

The Market is designed as an outlet for fruits, vegetables, eggs, pre-packaged honey and maple syrup and related items, jams and jellies, baked goods, cheese products, meat, fish, poultry, and livestock. Also included are flowers, plants, herbs, seeds, compost, and other items that are raised or grown and picked by the seller.

**All vendors will carry appropriate licensing and insurance and supply a copy to have on file with the Eagle River Main Street Program.**

Occupants of vendor areas/stalls must keep their sales area clean. Refuse containers on the Market grounds are intended for use by customers and must not be used for refuse from vendor areas.

## VENDOR GUIDELINES

All produce sold at the Market must be sold by the grower.

No more than two (2) stalls will be allowed per vendor. 20Amp, 120V AC power will be available for an additional \$2.00 per week. All vendor possessions must be kept within the rented confines. Stalls are not transferable. Vendors must furnish their own table and chairs or use the back of their vehicles. If the Market closes for the day or any part thereof due to inclement weather, no refunds will be issued.

Vendors will be given the same stall each week if possible, but no stalls can be guaranteed. Adjustments may have to be made per the number of vendors present each week. Vendors signed up for the entire season will be given priority.

Vendors wishing to be added to a specific weekly Market are asked to notify the Market Manager at least 48 hours in advance by email or text. Not all applicants will be accepted into the market. If you are not approved, you may ask for an appeal with our Promotions Committee.

No reselling is allowed.

**Honey and maple syrup** are permitted with the proper labeling as defined by appropriate State regulations. All other Market criteria apply.

**Jams, jellies, pickles, preserves, etc.** Please see requirements under the **Pickle Bill** for the state of Wisconsin. Michigan residents must be licensed. The **'pickle bill'** exempts only those processors who can naturally acid or acidified foods (jams, jellies, pickles, salsa). Individuals who sell repackaged foods, dried or frozen foods, etc. must be from a licensed facility.

**Non-profit or charitable organizations** may be allowed to conduct fundraising events with prior permission of the market Committee at no charge if space is available, limited to one visit per month, and no more than three (2) non-profit/charitable organizations will be permitted each week.

**House, bedding, or landscaping plants** sold must be grown from seeds, seedlings, cuttings or transplants and been owned and tended by the vendor for at least one month prior to sale at the Market.

**Limited spaces are available**, therefore applications of **"like"** items will be set to a minimum to offer a greater variety of products.

*\*\*Sampling can be conducted at the vendor's table only and the vendor is responsible to follow all State regulations when providing samples to the public. Note: Any vendor offering samples should have a liability insurance policy on file.*

**Sampling Procedures:** All samples offered by vendors must meet the following criteria.

- – Samples must be stored in rigid, covered containers until serving.
- – Samples must be held and dispensed under clean and sanitary conditions. ( toothpicks for sampling)

– All vendors giving free samples must provide a waste container in a prominent place for use by the public

**Potentially Hazardous Foods:** The Market allows the following items if the vendor can provide the necessary license(s) to the Market Committee. All the product's ingredients must be produced by the vendor with some exceptions stated below. For information on the pertinent State regulations, contact the Wisconsin Department of Agriculture, Trade and Consumer Protection at (608) 224-4700. Our rules for licensing concur with State regulations.

**Eggs and meat** may be sold if the vendor has the required 'Retailers License' from the State of Wisconsin. All meat must be butchered and inspected at a State licensed facility. All other Market criteria apply.

**Dairy products** must be processed at a licensed dairy and the vendor must have a 'Retailer's License'. All other Market criteria apply.

**Baked goods** must be a product of the vendor. The baked goods must be pre-portioned and pre-packaged according to Health Department standards. All baked goods must be labeled with the name of the product, name and address of the baker, ingredients in order, and allergens.

**Wild Gathered Foods** must not contain any harmful or hazardous ingredients. All goods must be properly labeled.

**Flavored Oils/condiments** must comply with local and state regulations. All goods must be properly labeled.

**Other products** not discussed above must be approved by the Market Committee.

Please bring any questions, comments or concerns to Market manager or contact [errp@nnex.net](mailto:errp@nnex.net)