



Welcome to the seventh season of the market and the second of Minocqua Farmers Market Inc. (MFMI). The season runs for 22 weeks; from Friday, May 18, 2018 through Friday, October 12, 2018. Hours are from 8:00 a.m. until 1:00 p.m. The market is held in the Minocqua Park Complex on Hwy 70 West.

The market is operated by Minocqua Farmers Market Inc., a group made up primarily of local growers and producers. The Town of Minocqua plays an integral part in the operation of the Market by providing the venue and support services, as does the Minocqua Area Chamber of Commerce with advertising and marketing.

Mission Statement:

The Minocqua Farmers Market Inc. is a vibrant market where local farmers, producers, crafters, artisans and non-profit groups come together to offer a variety of agricultural and related products directly to the public. The market connects the community with local food growers and producers, encouraging agricultural participation along with social gathering and community building.

The Minocqua Farmers Market Inc. strives to:

- Provide a venue for local and regional growers, producers and artisans to sell their products directly to the public;
- Showcase the variety and diversity of locally grown produce, locally produced food items and related crafts available in and around the Minocqua area;
- Foster an environment to encourage community members to participate in agricultural pursuits.
- Furnish an educational forum for customers to learn the uses and benefits of quality, locally grown and prepared food products;
- Enhance the quality of life in the Minocqua area by providing a community activity which fosters social gathering and interaction.

The Rules & Procedures and Product Guidelines have been developed to ensure the integrity of all products sold at the Market and to help things run smoothly for all parties. We are dedicated to making the Market a quality experience for all participants.

Minocqua Farmers Market Inc. Contact Information

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Minocqua Farmers Market Inc. Rules and Policies

Vendor Responsibilities

All vendors 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. The vendor must supply Market Management with documentation of compliance. For more information contact the Permit Information Center at 1-800-435-7287.

The re-sale of products is strictly prohibited and will be the cause for immediate expulsion from the MFMI.

Market hours

In 2018, the Market will be held at the Minocqua Park Complex on Hwy. 70 West every Friday morning from Friday, May 18, 2018 through Friday, October 12, 2018 for a total of 22 weeks. Hours are 8:00 a.m. to 1:00 p.m. Vendors must arrive and check-in with the market manager **by 7:30 a.m.** All vendors must be set up and ready to sell at 7:45 a.m. Vendors arriving after 7:30 a.m. will not be able to drive their vehicle to their stall.

At the close of market (1:00 p.m.) members may continue to sell, but they must be packed up and ready to leave by 2:00 p.m.

Stall Designation

Stalls are designated as “full summer”, “seasonal summer” and “daily”.

Full summer stalls are those held by members who have paid for the entire summer season. They will occupy the same stall location throughout the season. However, failure to notify the market manager of an absence by 7:30 am may result in their stall being relocated for the remainder of the season.

Seasonal summer stalls are only for those vendors that produce a limited season crop (e.g. sellers of blueberries and apples). They attend each week, but only during their crop’s season. If prepaid for their estimated season they will have a guaranteed stall. These weeks will be arranged on an individual basis and must be confirmed at least a week in advance of attendance with the market manager.

Daily stall vendors are not guaranteed a stall or a location and need to check with the market manager at least 48 hours in advance for availability. (Some weeks may be full)

Non-Profit: Daily stalls may be applied for. Season stalls are not available.

** Guaranteed stall assignments will be assigned by SENIORITY front to back of market***

Membership Requirement and Market Fees

Vendors: Full summer, seasonal summer and daily stall vendors are required to fill out the required application and be accepted to become a member of MFMI. The application fee is \$25 for new vendors and \$10 for returning vendors and is not refundable. Vendors who have not been accepted as members, but turn up to the Market to sell will be turned away and asked to apply formally.

For a daily fee of \$10, members will be able to rent a stall with 12 feet of frontage. Full season stall rentals are available for \$170, per season, per stall. No one will be permitted to rent more than 2 stalls and this will depend upon availability.

Non-profit Organizations and Clubs: Non-profit organizations will not be charged a fee, but they must fill out the required Market application. Non-profits will be provided with one stall with 12 feet of frontage on a rotating, first-come basis. There is space for 1 non-profit organization or club each Friday.

Eligibility

The MFMI encourages the sale of a variety of goods. All items must be homegrown, handmade, and/or vendor-created from locally owned operations within the nine-county region defined below. Examples of approved items include homegrown fruits, vegetables, meat, flowers, plants, baked goods, prepared foods and handmade arts & crafts.

Production must be done within the Counties of **Oneida, Vilas, Lincoln, Forest, Price, Langlade, Iron and Taylor**. *** **NEW FOR 2018, we will also accept applicants from Marathon County.***** You must be a landowner or a resident of one of these nine counties. Exception to the 9 county region can be made by the board for the benefit of the market.

The re-sale of products is not permitted and will be cause for immediate expulsion from the MFMI.

We recognize the increasing variety of foods that require on- or off-farm processing and the inventiveness that farmers/growers are using to bring regional products to market has resulted in the growing complexity of what “producer-only” means. In making a case-by-case decision about the applications of farmers/growers, producers and their products, MFMI will use a balance of factors including quality of product(s), scarcity of product(s) at the Market, diversity of product mix at the Market and traceability of the farmers/growers and producers.

Farmer/Grower/Producer

Farmer/Grower Eligibility

A Farmer/Grower may be a sole proprietorship, a partnership or a corporation and shall include family members and employees who assist in the production of the farm products. A farmer/grower may not be a cooperative.

Producer Eligibility

A Producer sells prepared foods for human consumption. All items must be **made** by the producer. A producer is not allowed to purchase products from a supplier and resell the items at the market. In all cases it is preferred that ingredients are sourced from **the surrounding** Nine county region as much as possible or within the State of Wisconsin when not possible.

Product Guidelines

Farmer/Grower & Producers must abide by all applicable federal, state and local health regulations in the harvest, preparation, labeling and safe handling of the product(s) they bring to the market.

Farmer/Grower & Producers must include a copy of all applicable permits, including those from the health department where the products originate, with the MFMI application.

Products not specifically listed under the Product Guidelines will be reviewed on a case by case basis and admitted at the discretion of the Board of Directors or Market Management.

Baked Goods: Vendors who provide documentation of their certified baking facility may bring baked goods to the market. No commercial mixes, crusts or flavored fillings may be used. The producer must keep all recipes and receipts for ingredients on file and must be able to produce them at an inspection.

Canned Goods: When canning in a licensed kitchen state and federal regulations must be adhered to. The producer must keep all recipes and receipts for ingredients on file and must be able to produce them at an inspection.

Pickle Bill: If canning under the WI Pickle Bill, the primary ingredient must be grown or gathered by the vendor. Products must be fully labeled. The producer must keep all recipes on file and must be able to produce them at an inspection.

Chocolate and Candy: Licensing is required. No commercial mixes may be used.

Cider and Juice: Cider/ juice must be produced from the Farmer/Grower's own orchard, but may be processed off-farm in a facility that ensures the cider is made with the fruit from that orchard. Contact information for the mill where the cider/juice is pressed and processed must be provided to MFMI management.

All Dried Products: Dried fruits, vegetables, and mushrooms must be from the Farmer/Grower's own produce or locally wild harvested. A copy of food processing license must be submitted with your application. If dried off-farm, the Farmer/Grower must supply to MFMI management the name, address and telephone number for the facility where the produce is processed.

Eggs: Eggs must be from the Farmer/Grower's own fowl. Copies of mobile retail food establishment and food processing licenses must be supplied to MFMI with your application.

Fish: Aquaculture must comply with local and federal health ordinances. Producers must hold a mobile retail food establishment license and submit a copy with their application.

Flowers, Plants and Trees: Flowers, plants, bedding plants and trees must be grown from seeds, seedlings, cuttings or transplants owned and tended by the vendor for at least one month prior to sale at the market.

Grain Products: No commercial mixes may be used. Production must comply with local health ordinances and licensing and the vendor must supply MFMI management with documentation of compliance.

Honey: Honey must be from the Farmer/Grower's own hives, but may be processed off-farm. Contact information for the facility where the honey is processed must be provided to MFMI management. Honey must be fully labeled including Graded or labeled "Ungraded".

Maple Syrup: Maple syrup must be produced by the Producer from sap that he/she collects from the surrounding Nine-county region. Syrup must be fully labeled in accordance with State regulations.

Meats and Meat Products: All meat products must be 100% from the animals raised from weaning by the farmer/grower. Animals may be butchered or processed off-farm. Processing must comply with local, state and/or federal health ordinances and the farmer/grower must supply documentation of compliance to MFMI management.

Milk, Cheese and Fresh or Frozen Dairy Products: All dairy products must be sourced from milk produced by the vendor's own herd. Cheese, butter and other dairy products must be made by the vendor.

Nuts: Nuts may be cultivated or gathered. Cultivated nuts must be grown from trees, seeds, transplants or cuttings taken by the grower and cannot be purchased or bartered for. If the wild nuts are gathered, the forager must provide location information.

Pesto, Flavored Oils, Mustards and Vinegars: Production must comply with local, state and/or federal health ordinances and the Farmer/Grower/Producer must supply documentation of compliance to MFMI management. Products must be fully labeled.

Produce: All produce, defined as vegetables and fruits, offered for sale at the market must be 100% grown by the farmer/grower. To sell produce that is cut or frozen requires submission of copies of appropriate licenses to MFMI with application. **The resale of produce is strictly prohibited.**

Mushrooms: Cultivated mushrooms must be 100% grown by the farmer/grower. Mushrooms must be harvested fresh. Farmer/grower must properly label and identify cultivated mushroom, including the Latin genus, species name, and common name.

Wild Gathered (Non-Cultivated) Edible Items

The member who is resident in the eligible counties must also have gathered the items in the eligible counties. All gathering must be done legally and with the consent of the owner of the land from which the items were gathered. No possibly harmful or hazardous gathered items may be sold at the market. All wild harvested goods must be properly identified and labeled, including Latin genus and species name and common name.

Wool and Pelts: Wool and pelts must be from the Farmer/Grower's own animals, but may be carded and cleaned off-farm. Wool/yarn must be spun by the farmer/grower. For pelts, animals may be processed off-farm. The Farmer/Grower must provide MFMI with the name, address and telephone number for the facilities where wool and pelts are processed off-farm.

Artisans & Crafters

Many crafts have long been a source of income for farmers and producers over the years and have played an important role in Wisconsin's economy. In this tradition, the town of Minocqua has allowed us to include a select number of stalls for artisans and craftspeople. This has been capped at not more than 15 percent of total market stalls.

Vendors interested in operating an art or crafts stall should apply using the Artisan & Crafter Application available to download on minocquafarmersmarket.com or may have a copy mailed upon request.

Farmers/Growers/Producers selling producer grown goods at the market are allowed to sell craft items not totaling more than 10% of their total sales and not taking up more than 10% of their display. All craft items are subject to approval by the Board of Directors. The Market Manager has the right on market day to disapprove of any item he/she feels is inappropriate for the market.

Crafters who sell crafts that have the following attributes are more likely to be awarded a stall to sell at the market:

- The craft's primary ingredients are grown or produced by the seller.
- The craft's primary ingredients highlight seasonal ingredients from the surrounding eight-county region as much as possible and within the State of Wisconsin when not possible.
- The craft has a traditional use (i.e. soap, tools...)
- If most materials used in the construction of the craft are purchased (i.e. soap, balms etc), then most of the dollar value of the craft should be in the skill put in by the crafter.
- The craft is somewhat consumable such that someone might purchase a craft item multiple times in a season.
- Crafts that have a garden, nature or outdoor related theme.
- Crafts that show originality and skillful design.
- A similar craft is not already being sold at the market

Prepared Food Vendors

A limited number of vendors who create/prepare food on site will be allowed. MFMI will strive to provide the greatest variety of quality food.

Information and guidelines can be found in the Food Vendor Application. Vendors interested in operating a food stall should apply using the *Food Vendor Application* available to download on minocquafarmersmarket.com or by requesting a copy of the application be mailed to them.

How to Apply

In order to sell your goods at the market you must become a Member of the MFMI by filling out an application. **Vendors who have not been accepted as members, but show up to the market to sell will be turned away and asked to apply formally.**

Any individual whose goods are in compliance with MFMI policies and guidelines as set out in this document, and who wishes to participate in the market, is eligible to become a member of and vendor at the market space permitting. The number of vendors already selling a similar product may affect the chances of an application being accepted.

How to Become a Member

To become a member, a person must submit a completed ***Application for Membership*** form, along with appropriate membership fee and copies of all current, applicable licenses and permits. **It will be the applicant's responsibility to find out which licenses and permits are required to meet state and local food safety regulations.**

Applications are available online at www.minocquafarmersmarket.com or may be mailed upon request.

All information submitted on an Application for Membership must be truthful and accurate as of April 1, 2018. If there is a change, the member is expected to provide updated information to the Market Manager during the membership year.

Maintaining Participation Rights

Members who vend at the MFMI must have all licenses or permits required for any product(s) they sell available for inspection.

Inspections

Representatives of the Market shall have the right to conduct an inspection of the farm or production areas. Notification will be given and a time will be arranged. An inspection may include ownership information and any other information relevant to determining product legitimacy. Failure to allow such an inspection will constitute a violation of MFMI rules.

Rules for All Vendors

Prohibited Items

Prohibited items include (but are not limited to) dogs, cats, flea market items, any goods considered potentially hazardous as described by State regulations without proper

license(s) and labeling and any goods for resale.

Stalls

Stall areas should look neat and attractive. Tents must be safely secured to the ground and weighted down within the 12' x 12' boundary.

Stalls must be manned at all times and vendors must stay the entire duration.

Signs

Signs prominently displaying the vendor name and price ranges of products are required. Signs should be inside the assigned stall area.

Pets

Sellers' pets must be caged or leashed at all times. Animal waste must be removed from the site. The Market Manager may prohibit any pet from being in the market area at their discretion.

Noise – Fumes

No loud or disturbing noises shall be made which will interfere with the rights, comfort 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. Generators will be allowed only if no electricity can be supplied by the market. No fires, charcoal grills, or propane heaters are permitted.

Smoking

Smoking of tobacco in any form is **NOT** permitted by vendors anywhere in the market area. If vendors wish to smoke it is only permitted in the customer parking areas.

Insurance and Liability

All vendors and customers are responsible for their own personal and product liability. The MFMI, the management and volunteer helpers assume no liability for injuries resulting from the use of the market or the products sold here.

Photography

By joining the MFMI vendors grant the Minocqua Farmers Market Inc., its representatives and employees the right to take photographs of you and your stall at the market. Vendors authorize the market to use and publish the photographs in print and/or electronically for publicity, illustration, advertising and Internet content.

Vendor Violations

Application Constitutes Agreement

The vendor's application constitutes an agreement between the vendor and the MFMI to abide by the policies and rules governing the market. Should any questions arise regarding the observance of market policies and rules, the procedures outlined below

will be followed.

Reporting Violations and Follow-up

Anyone may submit to the MFMI Board or Market Manager a verbal or written complaint against a vendor where there is reason to believe a violation of MFMI rules exists. The Market will not reveal the identity of the complainant. The Market Manager will conduct an initial investigation of any complaint. The investigation will include an attempt to obtain detailed information from the complainant, the alleged violator and other witnesses before a determination is made that a violation occurred.

The Penalty System

The vending privileges of any vendor who has accumulated a total of 6 or more penalty points will be terminated.

The termination will be effective upon the day the decision is made by the MFMI Board. The vendor will be notified accordingly by telephone, in person or certified mail regarding the decision. No refunds will be given on monies paid to the MFMI for the season if a vendor has their market privileges terminated due to violations. After termination, a vendor will not be eligible to re-apply for selling or membership in the Market until at least 12 months have passed since the date of the termination.

A vendor's points will stay on their record for 12 months from the date the violation occurred.

Violations and Their Penalties

Product legitimacy

If a vendor offers a product for sale at the MFMI and it is determined that they did not produce the product but instead purchased or acquired it outright and was attempting to resell it, vending privileges and Market Membership will be immediately terminated (in other words, an automatic **six** penalty point violation).

False information on application

In the event the MFMI determines that an application was:

- A. Submitted with inaccurate or false information,
- B. The vendor fails to provide verification of the information contained in the application
- C. The vendor does not allow inspection of their production areas

Then the Market may assess penalty points up to and including **six** penalty points and termination of Membership.

Improper or misleading labeling

The vendor will be verbally warned and must immediately correct the violation. Should the violation occur again or the initial violation is not rectified in good time, the vendor will be assessed **three** points.

Selling without proper licensing

The vendor will be verbally warned and must immediately correct the violation. Should

the violation occur again or the initial violation is not rectified in good time, the vendor will be assessed **three** points.

Absence without notification

Any seasonal vendor or expected daily vendor who does not turn up on market day and does not give notice to the Market Manager beforehand may be assessed **two** points.

Procedural violations

These violations come in the form of, but are not limited to, the following: overflowing from stall area, no market member at stand, unsecured tent, smoking in the market area, use of non-certifiable scale, etc...

The vendor will be verbally warned and must immediately correct the violation. Should the violation occur repeatedly or the initial violation is not rectified in good time, the vendor will be assessed **two** points.

Improper vendor conduct

Vendors shall conduct themselves in a manner that is courteous to other vendors, Market personnel and the public. Behavior that is threatening, abusive or harassing shall constitute a violation of Market rules. Improper conduct will result in:

- a) an automatic assessment of **two** penalty points to the vendor;
- b) A second violation will cause an additional **two**-point assessment.
- c) Committing a criminal act at the Market may cause the vendor to be expelled from the Market, which means a termination of vending privileges and Market Membership (in other words, an automatic **six** penalty point violation).

Ineligible craft sales

Vendors selling crafts who have been told by the market manager not to sell a certain item are required to remove the item from their stall immediately. Delay in doing so or repeated infringements will incur a **two** penalty point violation.

Right to Appeal

Any vendor whose vending or membership rights have been terminated or who has been assessed penalty points may appeal the determination.

- The vendor will have 14 days from the date of receipt of the written determination to file a written appeal with the MFMI Board of directors.
- The Board will hear the appeal within 14 days of the Member's appeal request.
- If the determination is reversed on appeal, the vendor's membership and vending privileges will be immediately restored.
- In no event shall any person be entitled to recover damages from the MFMI for being denied vending privileges based on a good faith enforcement of the policies outlined in this document and the MFMI By-Laws.