

## **HAYWARD FARMERS' MARKET APPLICATION PACKET**

Welcome to the Hayward Farmers Market. The Market is on Mondays and the 2014 season runs from June 2<sup>nd</sup> to September 29<sup>th</sup>. The hours are noon to 4:00. The Market is held at 15886W U.S. 63 (corner of Hwy 63 and Michigan) Hayward WI 54843.

The Hayward Farmers' Market (HFM) is governed by the Board of Directors consisting of vendors and community members. The daily operation of the Market is managed by the Market Manager. If a matter should arise that is not included in these guidelines, decisions made will be at the discretion of the Market Manger and referred to the Board of Directors if appropriate. The Northern lakes Cooperative has graciously offered the use of a parcel of their land for the Market.

### **Mission Statement**

The mission of the Hayward Farmers' Market is to provide a venue where local farmers, producers, crafters and artisans come together to provide a variety of fresh produce and related products directly to the consumer. The market encourages direct communication between consumers and growers, fosters social gathering and community building, and promotes nutritious food choices.

### **The Hayward Farmers Market strives to:**

- Provide a venue for local and regional growers, producers and artisans to sell their products directly to the public;
- Promote and showcase the variety and diversity of locally and regionally grown produce, food items and crafts;
- Furnish an educational forum for customers to learn the uses and benefits of quality, locally grown food products;
- Enhance the quality of life in the Hayward area by providing a community activity which fosters social gathering and interaction.

To contact the HFM with questions or to obtain an application, contact:

**Market Manager:** Beverly Thompson

**Phone:** 715-550-5720

**Fax:** 715-447-5720

**Email:** FutilityFarms@hotmail.com

**Mailing address:** N5100 Webster Lane, Gilman, WI 54433

**FaceBook:** Hayward Farmers Market

## ***Hayward Farmers Market Rules and Policies***

**Application** - Farmer/Grower & Producers must submit an application prior to participating in the Market. All information submitted on an Application must be truthful and accurate. If there is a change, the member is expected to provide updated information to the Market Manager promptly.

**Eligibility** - The HFM will consider all applications and will determine eligibility based primarily on the vision and the needs of the Market. The HFM encourages the sale of a variety of goods and services. All goods must be homegrown, harvested, handmade,

and/or vendor-created from locally owned operations. The vendor should be an owner/operator, employee of the business or directly involved in some form. Exceptions can be made for items or services not found or grown locally and will enhance the market. These items will be considered on a case by case basis by the Market Manager. Factors in this decision will include quality of product(s), scarcity of product(s) at the Market, diversity of product mix at the Market and the value added to the Market.

**Acceptance** - Upon acceptance to the Market, the daily or season fee needs to be paid before selling. All vendors must abide by all applicable federal, state and local health regulations in the harvest, preparation, labeling and safe handling of all the product(s) they bring to HFM. All vendors must include a copy of all applicable permits, including those from the health department where the products originate, with the HFM application.

**Stalls & Fees** - Farmers/Growers & Producers and Food Vendors: Stalls offer approximately 12 feet frontage and are designated as "season stalls" or "daily stalls". Season Stalls are those held by members who have paid for the entire season. The 2014 season fee is \$50. Season stall growers/producers will occupy the same stall location throughout the season. If a grower/producer with a season stall fails to show up at Market by noon, their stall location may be given to a daily stall vendor for that day. Daily stall vendors occupy the remaining stalls on a first come first served basis. The 2014 daily fee is \$10. Daily Stall vendors are not guaranteed a stall. No one participant will be permitted to occupy more than 2 stalls without the approval of the Market Manager and this will depend upon space available. Growers, producers and farmers (traditional market vendors) will be given priority when space becomes limited.

**Early Sales** - NO SALES BEFORE NOON. The first time this rule of early sales is violated, the vendor will be given a verbal warning. The second offense will warrant the expulsion of the vendor for one market. A third offense will warrant the removal of the vendor from the market permanently.

**Compliance** - 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. For more information contact the Permit Information Center at 1-800-435-7287.

**Maintaining Participation Rights** - Vendors at the HFM must make available for inspection at each Market by the Market Manager or the public any licenses or permits required for any product(s) they sell.

**Inspections** - Representatives of the Market shall have the right to conduct an inspection of the farm or production areas of those products sold by a farmer/grower/producer at the Market. Notification will be given and a time will be arranged with the farmer/grower/producer. An inspection may include ownership information and any other information relevant to determining product legitimacy. Representatives will work with the farmer/grower/producer to ensure that all health and safety concerns are taken into account. Failure to allow such an inspection will constitute a violation of HFM rules.

**Crafters, etc.** - Artisans & crafters, food vendors, non-profit clubs and organizations may apply for a daily stall. Season stalls are available at the Market Manager's discretion.

**Crafts** - Farmers/Growers 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 stand space. All craft items are subject to approval by the Market Manager.

**Reselling** - Vendors are not allowed to exclusively purchase produce or goods from other growers and resell them at the market. Any items being resold must be preapproved by the Market Manager and must be identified as such.

**Stall area** - Vendors must set up their tables and displays in a manner consistent with other vendors to create a consistent flow and appeal to the market. Vendors are responsible for keeping their site clean and orderly. All garbage and refuse must be removed when market closes.

**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.

**Signs** - Signs are encouraged, but not required.

**Prohibited Items** - Prohibited items to sell 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. Prohibited items may not be sold, bartered, given away or displayed at the HFM.

**Pets** - Sellers' pets must be caged or leashed or under the owner's control 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 her 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.

**Smoking** - Smoking of tobacco in any form is not permitted by vendors at their stalls or in the market area. If vendors wish to smoke they must be at least 15 yards from the perimeter of the market area.

**Insurance and Liability** - All vendors and customers are responsible for their own personal and product liability. The HFM, the management and volunteer helpers assume no liability for the products sold, for accidents, injuries, thefts or lost property occurring during the Market hours.

**Photography** - By participating as a vendor at the HFM, vendors grant the HFM 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. Any other photographers, not acting as representatives of the chamber, at the market should obtain the permission of subjects before using the images.

**Application Constitutes Agreement** – All vendors must complete an application and be accepted prior to selling. These applications will constitute an agreement between sellers and the HFM to abide by the rules, policies and guidelines governing the HFM. Should any questions arise regarding the observance of Market policies and rules, the procedures outlined below will be followed. Any complaints, violations, issues should be referred to the Market Manager. The Market Manager will investigate and make an informed decision. If the issue warrants it, the Market Manager will refer the circumstances to the Board of Directors

**Violations** – Any violation of the rules, policies and guidelines governing the HFM will result in any or all of the following: verbal warning, temporary or permanent expulsion from the market. Improper conduct may also result in legal action. No refunds will be given on monies paid to the HFM 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.

# Hayward Farmers' Market Application Summer 2014

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

Farm or Business Name: \_\_\_\_\_

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

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

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

City, State and Zip: \_\_\_\_\_

WI Seller's Permit (if applicable): \_\_\_\_\_

## Products I wish to sell (check all that apply):

Assorted Vegetables

Assorted Fruits

Maple Syrup Products

Honey or Beeswax Products

Cut, Dried or Fresh Flowers

Herbs, Dried or Fresh

Baked Goods

Nuts

Garden Seeds

Jams and Jellies

Other Canned Goods

Meats

Eggs

Handmade Soaps

Plants, House or Garden

Cheese or Dairy Products

Cider or Fruit Juices

Other: \_\_\_\_\_

Other:  
\_\_\_\_\_

## Permits and Licensing:

All processed items must be produced, packaged and marketed in accordance with all state and federal regulations. It is the vendor's responsibility to secure their own permits from the appropriate agencies.

The 2014 seasonal market fee is \$50. The market opens June 2<sup>nd</sup>. Payment for the season must be submitted prior to selling. Please make checks payable to **Beverly Thompson**. Receipts are available upon request. This can be returned to the Market Manager or mailed to Beverly Thompson, N5100 Webster Lane, Gilman, WI 54433. Questions, call (715) 550-5720.

I HAVE READ THE MARKET RULES AND POLICIES AND AGREE TO ABIDE BY THEM AND TO BE AN ACTIVE PARTICIPANT IN THE HAYWARD FARMERS' MARKET FOR THE 2014 MARKET YEAR.

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

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

Approved by: \_\_\_\_\_ Date: \_\_\_\_\_