



EAGLE RIVER FARMERS' MARKET

Policies and Guidelines Revised February 2018



The **Eagle River Farmers' Market (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 Market 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 Market Committee.

SELLERS: Sellers are approved to participate by the Market Committee through an application procedure.

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

Wednesdays

May 2, 2018 - October 10, 8:30 a.m. to 1 p.m. - (24 Markets)

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 later as long as the site is vacated by 3:00 p.m.

Sundays

June 3, 2017 – October 7, 11 a.m. to 3 p.m. - (18 Markets).

Vendors must arrive, be set up and ready to sell prior to 11 a.m. Scheduled market hours end at 3:00 p.m., however vendors may stay later as long as the site is vacated by 4:00 p.m.

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 vermi compost, and garden and nature related crafts and other items that are raised or grown and picked by the seller. Items harvested from the wild may be permitted with prior consent of the Market Committee.

All vendors will carry appropriate licensing and vendors will prominently display a copy of their license at the Market.

Any pets must be either caged or leashed at all times. Animal waste must be removed from the site. Occupants of vendor areas/stalls must keep their sales area clean of all types of refuse and will be responsible for cleaning up their area after each day's sale and taking their refuse with them. Refuse containers on the Market grounds are intended for use by customers and must not be used for refuse from vendor areas/stalls. Leaving vendor areas with litter or refuse will be evidence of abuse of Market privileges and may result in the individual being fined or barred from further use of the Market.

No loud generators will be allowed on site.

Non-profit or charitable organizations may be allowed to conduct fundraising events with prior permission of the Market Committee. (See item 11 in the Guidelines below.)

VENDOR GUIDELINES

1. Vendors shall make available for inspection the lands or areas where their crops or products are grown or produced. Vendors sharing production areas must rent stalls in the names of all partners sharing production areas. Vendors sharing stalls must each have an agreement on file with the Market Committee.
2. For a fee of \$10.00 per week vendors will be able to rent a stall of at least 300 square feet. **Season rates are available as follows and must be purchased by April 25, 2018.** Seasonal fees save you 32%.

Days	Markets		Season	Single Market
Wednesday	24	8:30 a.m. – 1 p.m.	\$165	\$10
Sunday	18	11 a.m. – 3 p.m.	\$125	\$10
Both	42	-	*\$165	\$10

3. 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.
4. Vendors will be given the same stall each week if at all 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.
5. 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.
6. **No selling is permitted before the 8:30 a.m. opening.** Orders arranged prior to Market day are permitted.
7. **No reselling is allowed.** Only the producer/grower, an immediate family member, or an employee with a letter of authorization from the Market Committee may sell at the Market. Sellers must be a minimum of 16 years of age unless accompanied by an adult. **Exception:** With prior approval of the Market Committee, vendors will be allowed to resell **Wisconsin Food Products** that do not compete with products grown by other ERFM vendors.
8. **Permitted livestock** are poultry, rabbits and hooved animals of less than 40 pounds. Eligible livestock must have been bred by the vendor or have been owned by the vendor for more that four (4) weeks. All livestock must be caged or contained away from the immediate reach of the public. No bedding materials or animal droppings should come in contact with the grounds. Any spillage of such materials, as with any other refuse, must be cleaned up by the vender.
9. **Honey and maple syrup** are permitted with the proper labeling as defined by appropriate State regulations. All other Market criteria apply.
10. **Jams, jellies, pickles, preserves, etc.** Under the “Pickle Bill” vendors are not required to obtain a license to sell food products that the person prepares and cans at home if **all** of the following apply:
 - The food products are pickles or other processed vegetables or fruits with an **equilibrium pH value** of 4.6 or lower.
 - The producer must live in the state of Wisconsin.
 - The food product is produced in the state of Wisconsin.
 - Michigan residents must be licensed
 - The person receives less **than \$5,000 per year** from the sale of the food products.
 - **The person displays a sign at the place of sale stating: “These canned goods are homemade and not subject to state inspection.”**

- Each container of food product that is sold is **labeled** with the **name and address** of the person who prepared and canned the food product, the **date** on which the food product was canned, the **statement** “This product was made in a private home not subject to state licensing or inspection”, **and** a list of ingredients in descending order of prominence. If any ingredient originates from milk, eggs, fish, crustacean shellfish, tree nuts, wheat, peanuts, or soybeans, the list of those ingredients shall include the common name of that ingredient.

The named ingredient in the title must be grown by or collected by the vendor. Vendor can apply to the Market Committee for an exception to this rule. Sundried ingredients or seasonings in those goods are exempted from vendor and origin Market rules. All other Market criteria apply.

What foods are not covered? 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 **still** be from a licensed facility.

11. **Non-profit or charitable organizations** may be allowed to conduct fundraising events with prior permission of the market Committee at no charge, **limited to one visit per month, and no more than three (3) non-profit/charitable organizations will be permitted each week. Appropriate licenses and labeling policies will be enforced.** No political booths allowed.
12. **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.
13. **Prohibited items include** (but are not limited to) house pets (i.e. dogs, cats, birds, etc.), any goods considered ‘potentially hazardous food’ as described by State regulations without proper license(s) and labeling, *see below*. Prohibited items may not be sold, bartered, given away or displayed at the Market.
14. Limited spaces are available, therefore applications of “like” items will be set to a minimum to offer a greater variety of vendors.
15. *****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.***

POTENTIALLY HAZARDOUS FOODS. The Market allows the following items as long as the vendor is able to provide the necessary license(s) to the Market Committee. All of 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.

16. **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.
17. **Dairy products** must be processed at a licensed dairy and the vendor must have a ‘Retailer’s License’. All other Market criteria apply.
18. **Baked goods** must be a product of the vendor. Vendors can apply to the Market Committee for an exception to this rule. This rule does not pertain to the flour or sundried ingredients or seasonings in those goods. The baked goods must be pre-portioned and pre-packaged or displayed under a rigid hinged plastic cover (cellophane or plastic wrap is not acceptable) and dispensed according to Health Department standards. All baked goods must be labeled with the name of the product, its weight, name and address of the baker, ingredients in order, and allergens.
19. **Other products** not discussed above must be approved by the Market Committee.

MARKET CONDUCT

* Treat everyone in a respectful and courteous manner.

* An Eagle River Farmers' Market Code of Conduct will be handed out for signatures and kept on file.

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.

If a vendor violates the starting time by selling or otherwise reserving product at the Market before the Market opening time they will be given a verbal warning. Upon a second offense, a written warning will be issued. Upon a third offense that vendor will have his or her privileges suspended for a minimum of one week.

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

The Market Committee reserves the right to sanction any participants that violate or ignore Market rules not otherwise stated.

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.

The Market Committee reserves the rights to amend, change, delete or add to these Policies and Guidelines as required.

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