

Shorewood Farmers Market Rules & Regulations

Shorewood Farmers Market (SFM), an open-air farmers market, aims to promote and provide public access to fresh and healthy Wisconsin food products, support a healthy local economy and environment, and to contribute to a healthy community. The market is supported by a grant from the Shorewood Foundation and our annual sponsors.

Location

The Shorewood Farmers' Market is held in Estabrook Park, along Estabrook Parkway. The market is open 9:30 am - 1:00 pm. every Sunday from June 18, 2023 through October 29, 2023 (20 weeks), rain or shine.

A Market Manager (MM) will be on hand every Sunday to oversee all operations of the market, and to help vendors and customers. The MM has the authority to make decisions, and/or enforce rules, to ensure a safe and pleasant experience for all.

Plastic-Free Market

We are committed to a healthy planet. To do our part, we continue our work towards a zero-waste, plastics-free market. We encourage the use of reusable products - shopping bags, coffee mugs, water bottles etc. Products will be sold using paper or biodegradable alternatives wherever possible. No disposable plastic bags, plastic single-use water bottles, plastic cutlery or styrofoam containers will be allowed for selling or serving at the market. You agree, by applying that you understand and agree to be plastics-free. Any deviance requires pre-approval from SFM.

SNAP/EBT Program

SFM is an approved SNAP/EBT program location. Any vendor with eligible products is required to accept SFM SNAP/EBT tokens for those products. We reimburse vendors twice a season for amounts over \$10 - after the first 10 weeks and then again at end of season. If less than \$10, we will reimburse at end of season.

We encourage you to accept WIC & SNFM benefits as well. These programs are administered directly between you, the shopper and the agency. SFM is not involved in these transactions.

Who May Sell

Vendor booths will be rented to Wisconsin-based businesses, food growers or producers. No brokers, agents, or commissioned sellers may sell. No subleasing of vendor stalls. Exceptions may be pre-approved on a case-by-case basis.

Vendors must have a current farmers market license from the Northshore Environmental Health Consortium and/or State of Wisconsin certification or licensing, as required by law.

Here's a link to North Shore Health Consortium's application

Vendors must also submit a Wisconsin Temporary Events form with their acceptance letter. Market staff will provide vendor information to the Department of Revenue in accordance with all state laws. Please call the Wisconsin Department of Revenue at 608.266.2776 for more information on obtaining a Wisconsin Seller's Permit.

What May Be Sold

Only Wisconsin-grown or -produced items that meet all applicable federal, state and local rules and regulations and pre-approved by Shorewood Farmers Market may be offered for sale. Acceptable products include agricultural products (e.g., plants/seeds, fruit, vegetables, dairy, eggs, herbs, meats, spices, cut flowers), prepared food products (e.g., jellies/jams, honey, baked goods, ready to eat foods), products made with these ingredients (such as soaps & lotions) and nonalcoholic beverages.

Farmer-grown or owner-produced products. Our intent is to provide a place for local farmers and producers to sell their products. We expect that offerings will be grown by the farmers or produced by owners of the busi-

ness, using locally sourced products. Any deviation from this must be clearly identified and pre-approved by SFM. Selling unapproved products, and/or not locally grown or produced will result in expulsion from SFM.

The SFM reserves the right to accept or reject products to balance the offerings at the market. Exceptions may be approved on a case-by-case basis. Once approved for the market, vendors may only offer additional products with advance written approval from the SFM.

Right to Inspect

By signing the application, you agree to location inspection. The market reserves the right to inspect, with 48-hour advance notice provided to the vendor, the property on which a vendor's products are grown or produced.

Vendor Fees

Vendor fees are for the 20-week season from June 18 – October 29, 2023. Payment is due by May 1, 2023. *Do not send money with application, we will email an invoice.*

2023 Vendor Fees

- \$400 - Full season single space, approximately 10' x 40'.
- \$600 - Full season double space, approximately 10' x 80
- \$300 - Partial season (10 weeks or less), single space
- \$500 - Partial season (10 weeks or less), double space

Ready to Eat Hot Foods/Food Truck Vendor Fees

- \$2000 - Full Season
- \$1000 - Partial Season (10 weeks or less)

Fees are for the space only. Vendors supply their own tent, tent-weights, tables, generator/power supply if needed.

Tent weights (at least 20 lb on each tent leg) are required each week.

No power is available on site. If you require power, you must supply your own generator. This must also have been indicated on your application.

Vendor stalls will be assigned by market staff based on when applications are received and to ensure a good flow for customers through the market. SFM attempts to keep seasonal vendors in their same spot each week. Spaces are non-transferable. Applications for seasonal vendors are due by February 15, 2023.

Liability

Vendors are responsible for their own personal and product liability insurance. **Accepted vendors must provide SFM with a Certificate of Insurance by May 1, 2023.** Email to info@shorewoodfarmersmarket.com. It is mandatory that markets require their vendors to maintain a commercial general liability policy that includes product liability. Policy limit should be a minimum of 1 million per occurrence with a 2 million aggregate limit. Each vendor policy needs to list the market as an additional insured or contain a blanket additional insured endorsement and provide the market with a certificate of insurance confirming coverage.

Vendors must agree to protect, indemnify, and hold harmless, the SFM, the Village of Shorewood, Shorewood School District, Shorewood Foundation, the Market Manager and other SFM volunteers from and against any and all causes of action, claims, demands, suits, liability, or expense by reason of loss or damage to any property or bodily injury to any person, including death, as a direct or indirect result of use of any rented or occupied market space or in connection with any action or claim or omission of the vendor who shall defend the named released parties in such cause of action or claim.

Other Rules

- All tents must be properly weighted down at all times, minimum 20 lbs per tent leg.
- Selling will begin promptly at 9:30 am. No selling may occur before that time.
- Vendors may begin setup at 7:30 a.m. and must be completed by 9:15 a.m. Market opens at 9:30 a.m. Vehicles that are not staying for the duration of the market must vacate the market lot by 9:15 am. Vehicles may not re-enter before 1:10 pm for the safety of shoppers.
- Other than service animals for individuals with disabilities, dogs and other pets are not permitted on market premises.
- SFM accepts SNAP/EBT transactions. All vendors with eligible products are expected to accept SFM's SNAP/EBT tokens.
- Vendors must remain open for the entire market. Vendors agree to stay to represent their business even if sold out.
- Vendors are responsible for providing items (tables, chairs, tents, power/generator if needed, etc.) required for setting up their stalls. They will provide trash receptacles when sampling and selling ready-to-eat items.
- Vendors must vacate their stalls no later than 2:00 p.m. Market closes at 1:00 p.m. Vehicles may not re-enter market lot before 1:10 pm to ensure shopper safety.
- Vendors are expected to clean up their stalls after each market. Unsold products and waste materials must be removed from the market and should not be placed in SFM trash
- During the market, vendors must display a sign with the name and address of their business. They must also purchase and display a Wisconsin Seller's permit if required by state.
- All produce shall be sold by legal weights and measures. Vendors are responsible for having any scales they use certified for compliance.
- Prices for all products must be clearly posted. We expect a vendor's pricing at Shorewood Market to be consistent with their pricing at other markets they attend.
- Vendors are requested to provide the Shorewood Farmers Market at least 48 hours advance notice if they cannot sell at the market on a given week. Excessive absence may result in expulsion from the market.
- No vendor shall engage in solicitation, collection drives, political or religious activities at the market



EVENT/MARKET APPLICATION
<u>OPERATING INFORMATION</u>
<p>Do you plan to operate in any other Wisconsin municipalities besides Bayside, Brown Deer, Fox Point, Glendale, River Hills, Shorewood, and Whitefish Bay? If "Yes", do NOT submit this application.</p> <p>Contact the State of Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) at (608) 224-4923 for information regarding obtaining a state-wide mobile or temporary food license. If you hold a State of Wisconsin Mobile Food License, Temporary Food License, or Processing Plant License for non-potentially hazardous foods, then you do NOT need a North Shore event/market food license.</p>
<u>BUSINESS INFORMATION</u>
<p>Contact Person: _____ Telephone: _____</p> <p>Person in Charge of Booth: _____ Telephone: _____</p> <p>Name of Group/Organization/ Business: _____</p> <p>Non-Profit Organization Tax Exempt #: _____ Email: _____</p> <p>Address: _____</p> <p>City: _____ State: _____ ZIP: _____</p>
<u>EVENTS/MARKETS</u>
<p>Provide the name and date of the first event/market you will attend:</p> <p>Name: _____ Date: _____</p> <p>At your first event, the North Shore Environmental Health Consortium may inspect your operation, and if in compliance, issue your license.</p>
<p>Provide the name and date(s) of other events/markets you will attend. For farmers' markets, only state which markets you will attend; you do not need to provide which dates you will be there.</p> <p>Name: _____ Date: _____</p> <p>Separate licenses may be needed for each event. If you are operating multiple booths and/or events at the same time, a separate license is required for each booth/event.</p>
<u>POTENTIALLY HAZARDOUS FOODS</u>
<p>Will any potentially hazardous food be sold? yes no</p> <p>Potentially hazardous foods require temperature control (includes dairy products such as milk, cheese, ice cream, meat, fish, poultry)</p> <p>If yes, list the types of food items:</p> <p>_____</p>
<p>*NOTE: <i>License not required if no processing or potentially hazardous food will be sold.</i></p>

FOOD PROCESSING

Will any food processing be done at the event/market? yes no

Processing is defined as assembling, grinding, cutting, mixing, baking, coating, stuffing, bottling, grilling, canning, extracting, fermenting, pickling, freezing, drying, smoking or packaging.

If yes, indicate which type foods will be offered:

SNACKS AND BEVERAGES

Includes but not limited to, ice cream/soft serve, lemonade, snow cones, coffee, espresso, cappuccino, tea, fruit juice, smoothies, candy, dispensed soda, fruit cups, bakery, popcorn, kettle corn, cotton candy, funnel cakes, fritters

MEALS

Includes but not limited to, chicken, ribs, sandwiches, roasted corn, baked potatoes, hot dogs, brats, tacos, nachos w/cheese and meat, french fries, cooked or deep fried vegetables/fruit, cooked cheese curds, corn dogs, egg rolls, hamburgers, salads

Will any food processing be done offsite: yes no

If yes, provide the name and address of the licensed commercial kitchen:

Name: _____ Address: _____

***NOTE:** A copy of your valid commercial kitchen license must be provided with this application.

EVENT/MARKET FEES

A license fee is only charged if the business in operation does NOT have a State issued Mobile, Temporary or Processing Plant License.

Local License or Inspection Fee

Inspection with No Processing Fee: \$38.00
Inspection with Processing Fee: \$80.00
Short Term Temporary Event License Fee: \$64.00
Annual Temporary Event License Fee: \$130.00

ACKNOWLEDGEMENTS AND SIGNATURE

I understand that my operation and booth must meet Wisconsin Food Code requirements at the time of the inspection or my event/market license may be revoked.

I understand that if my application and fee payment are submitted fewer than 5 business days before my first planned event, there is a possibility the license may not be available in time to attend the first planned event.

Signature of Owner, Operator, or Person in Charge

Date