



VILLAGE OF DEFOREST Farmers' Market



120 South Stevenson Street
DeForest, Wisconsin 53532

Parks, Recreation & Natural Resources Department (608) 846-6751
Farmers' Market Manager (608) 509-5324
farmersmarket@vi.deforest.wi.us

Fax (608) 846-6963
www.vi.deforest.wi.us

DeForest Farmers' Market Rules

**DeForest Farmers Market Season takes place annually every Tuesday from 3:30pm to 6:30pm, beginning the first Tuesday of June through the third Tuesday of October
Located in the green space between the DeForest Village Hall and Fireman's Park**

The DeForest Farmers Market exists to pursue the following goals:

- To expand the availability of foods that are fresh, full-flavored, unique, healthy, and nutritious and affordable to the DeForest community
- To promote the sale of locally-grow farm products
- To contribute to the vitality of DeForest
- To provide an opportunity for farmers and DeForest residents to interact directly with each other rather than through third parties and to thereby get to know and learn from one another
- To give growers and producers of local agricultural commodities and other farm-related products direct marketing opportunities
- To foster local and regional food shed systems that support a commitment to mutual respect, fairness, responsibility and accountability from farmer through consumer
- To support the local agricultural base by seeking products that have been grown and processed in ways that protect and enhance the air, water, soil, wildlife, and biodiversity
- To preserve agricultural land use, support the local agricultural base, and ensure the continued regional existence of our agricultural heritage
- To enhance the quality of life in DeForest by providing an activity which fosters community and social interaction

VENDOR RULES

1. All vendors are required to complete an application and submit copies of applicable licenses pertaining to food processing establishments and all other required permits with their application. Not sure if your product needs a license? Check with Madison and Dane County Public Health <http://www.publichealthmdc.com/environmental/food/farmersmarket.cfm>.
2. Returning vendors are given first opportunity to return. New vendors will be selected based upon available space and products offered. **If you are a new interested vendor, please contact the Market Manager prior to submitting your application for pre-authorization.**
3. New vendor applications will be approved using the following criteria:
 - A. The products to be sold reflect the market mission and goals
 - B. The product increases the selection and diversity of products available at the market
 - C. Demonstrate the ability to provide a sufficient supply of products for sale.

4. All sellers 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. In the past years, scales could be approved on Tuesdays and Fridays at the Madison Municipal Bldg in Madison. Contact 608-246-4514 or visit www.cityofmadison.com/BI/bihome.html for more information.
5. Items must be grown, gathered, produced and/or processed in Wisconsin by the vendor. All processed products must be properly labeled in accordance with the State and Federal labeling laws. All containers must comply with State laws. Purchasing items from other vendors or producers for direct resale at the DeForest Farmers' Market is not allowed.
6. The Farmers' Market Manager may allow an artisanal product to be sold by a vendor if the product is not produced by that vendor, only if the item is not for sale by a vendor already approved at the Market. This will be reviewed on a case-by-case basis.
7. Up to three artist/crafter vendors will be allowed at the market each week. Artist and crafter vendor spots will be filled on a first-come, first-serve basis by the Market Manager. To ensure variability, artist and crafter vendors are not allowed to purchase full-season spots, but they are allowed to purchase a partial season of 8 markets (maximum) or pay by the day.
8. Up to three mobile restaurants (food carts) will be allowed at the market each week. All mobile restaurants must adhere to all applicable federal, state and location regulations. For more information, visit https://datcp.wi.gov/Pages/Programs_Services/MobileTempRestaurants.aspx
9. Owner or seller designee is expected to be at the booth. Seller designee needs to be knowledgeable about the product and/or processing.

FEES

Fees will be charged to help pay for operational expenses. Fees for the market season are:

Full Season Vendor – One Stall	\$125 if paid by March 31st \$150 if paid after March 31st
Full Season Vendor – Double Stall	\$150 if paid by March 31st \$175 if paid after March 31st
Partial Season – 8 Markets	\$60.00 / 8 Markets
Daily Vendor	\$10 per Market
Refer a Friend Discount	\$50 off Full Season Vendor Fee for both the new and returning vendors

*Refer a Friend Discount will be given to both the returning full-season vendor and the new full-season vendor with approved applications. New vendors must sell products that increase the market's diversity. Discount does not apply to partial season or daily vendors. Returning full-season vendors may receive multiple discounts if they refer multiple new approved vendors.

Applications must be approved by the Farmers Market Manager prior to submitting applications. Fees must be submitted with your application. Fees will be returned to the applicant if the application is denied.

All fees are non-refundable if a vendor chooses to withdraw from the market for any reason.

ATTENDANCE POLICY

Vendors are assigned a stall each week unless otherwise instructed by the Market Manager. The Sunday before each market, the Market Manager will notify vendors of stall assignments and other information for the week.

Vendors must provide written or verbal notification to the Market Manager if not attending the next scheduled market. This must be done the Sunday evening following the weekly email from the Market Manager described above.

Full-Season vendors are expected to attend 90% of the market days. (Allowed to miss two markets, with proper notification.)

Any vendor who misses a market twice without proper notification may be asked to no longer participate in the market. Market vendors with a history of poor attendance may lose product exclusivity. **Market fees will not be refunded.**

MARKET OPERATIONS

Stall Set-Up - Between 2:30 pm & 3:30 pm.

Vendors may begin setting up their space as soon as 2:30pm the day of the market. If more time is needed, vendor must notify the Market Manager to make special accommodations.

- Full-Time Vendors will be in the same stall throughout the entire market season
- Part-time Vendors are assigned on a first come-first serve basis and must submit applications, receive approval from the Market Manager, and paid fees prior to vending at the market

Vendors must be parked in their stall no later than 3:00pm and ready to sell no later than 3:30pm.

Stall Size

Vendor stalls will not exceed 12 feet in width. Vendors must provide their own table(s) and tent. Tent must be no more than 12 feet at the widest point. There is no electricity available.

Parking

Vendors may park in their assigned stall otherwise assigned by the Market Manager. Additional parking is available in nearby parking lots.

Stall Take-Down

Vendors are expected to stay until the end of the market (6:30pm) unless product sells out. The Market Manager must be notified if leaving prior to the close of the market. Each stall must be taken down in a timely manner and in good clean condition.

MARKET POLICIES

Potentially Hazardous Foods

Potentially hazardous foods are so defined by the Madison Department of Health: "Potentially hazardous food means any food which consists wholly or in part of milk, milk products, eggs, meat, poultry, fish, shellfish, edible crustacean or other ingredients, and which is capable of supporting rapid and progressive growth of pathogenic, infectious or toxigenic microorganisms." It is the responsibility of the vendor to abide by the Madison Department of Health guidelines concerning the vending of such products. Visit www.publichealthmdc.com/environmental/food/farmersMarket.cfm

If any vendor is deemed to be in violation of health codes pertaining to such products, the following measure will be taken by the Market Manager:

- The vendor of such a product will be immediately removed from the Market for that day.
- The proper regulatory agency will be notified as soon as possible.

The vendor is responsible for monitoring and maintaining proper temperatures in accordance with health codes. Vendors who sell food that must be kept refrigerated or frozen must have an accurate thermometer at the Market.

Smoking

Both vendors and market attendees are prohibited from smoking in the market area.

Noise/Fumes

No loud or disturbing noises shall be made, or action taken on the grounds which will interfere with the rights, comforts or convenience of other vendors or the public. The running of any gasoline or diesel motors or engines, including all vehicles, is not permitted.

Vendor Conduct

Vendors shall conduct themselves in a manner that is courteous to other vendors, Market personnel and the public. Behavior, which is threatening, abusive or harassing shall constitute a violation of the DeForest Farmers' Market Policies, Procedures and Rules and is grounds for immediate termination at the sole discretion of the Market Manager.

Inspection

Representatives of the Market shall have the right to conduct an inspection of the production areas of those products sold by a vendor in the Market. The vendor will be given 48 hours notification prior to an inspection. An inspection may include ownership information and any other information relevant to determining product legitimacy. Failure to allow such an inspection shall constitute a violation of Policies, Procedures and Rules and be grounds for immediate termination at the sole discretion of the Market Manager.

Hold Harmless

The vendor, in consideration of participation in the DAFM, agrees to hold the DeForest Farmers' Market and the Village of DeForest, and their agents, officers, directors and employees harmless from and against any and all claims, causes of action, demands, debts, damages, judgments, cost or expenses (including attorney fees), or other losses of any nature or kind arising from, relating to, or in any manner connected with Market activities.

Inclement Weather

Our policy is that vendors work rain or shine and so does the farmer's market. If it's raining, we ask market goers to bring an umbrella, however, if the rain comes with thunder and lightning or strong winds, our priority is the safety of everyone. If conditions appear to be severe enough to cancel the market, the Market Manager will make the call by noon the day of the market and will notify all vendors and the community.

Questions? Call the Market Manager at 608-509-5324 or email farmersmarket@vi.deforest.wi.us