

MILWAUKEE COUNTY WINTER FARMERS MARKET
Sponsored by: Wisconsin Apple Growers Association, Inc.
211 Canal Road, Waterloo, WI 53594
920-478-4277

PURPOSE

The purpose of the market is to expand marketing opportunities for local farmers, to encourage sustainable agriculture, to increase public access to fresh, locally and sustainably grown, healthy farm products, and to support local food security.

REGISTRATION

Farmers from Wisconsin are eligible to sell. Farmers must submit a completed application form to the Milwaukee County Winter Farmers Market, c/o Wisconsin Apple Growers Association, 211 Canal Road, Waterloo, WI 53594. A \$10 non-refundable application fee should be submitted with the application.

MARKET HOURS, SEASON, and LOCATION

8 am to Noon on Saturdays from November 7, 2009 through April 24, 2010 (excluding Saturdays close to holidays; see application for specific dates). Sales begin at the established opening time and not before. Farmers must arrive early enough to be set up and be ready to sell at the scheduled opening time. If a vendor is signed up for a week but unexpectedly cannot attend, they must notify the MCWFM at 920-478-4277 by noon on Thursday. If their open space can be filled, the vendor will be given credit for that week.

The market is located inside the lobby area of the Tommy G. Thompson Building at the Wisconsin State Fair Park, 640 S. 84th St., West Allis, Wisconsin. Enter Gate 5 on 84th Street,.

Vendors will be able to begin setting up at 6:30am and should have the space vacated by 1:00pm.

MARKET FEES

Payment Options:

- 1) \$35/week, for weeks signed up for on application.
 - 2) Full season (21 weeks) for \$600 (\$30/wk + one week free)
- Payments due in two installments -- 50% by November 1, 2009 and 50% by December 1, 2009.

WHO CAN SELL AND PRODUCTS THAT CAN BE SOLD

The MCWFM is a producer-only market: Farmers, farmer's family members and employees familiar with the farm's practices and products being sold may sell. Farmers may only sell crops or other farm products that they grow and produce themselves. Baked goods and prepared foods produced by the vendor that use products obtained locally may be sold.

The MCWFM reserves the right to accept or reject any and all applications to balance the offerings at the market. Once approved, vendors are not allowed to add additional products without written approval from the Market Management.

SIGNS

Farmers must display a sign giving his or her name (or that of the farm) and location. Farmers must have signs clearly listing the prices of every item offered for sale. All required signs must be in place before sales begin.

SPACE

The MCWFM will assign spaces at the market. Farmers cannot lease or lend market stalls. Farmers' displays must not limit the view or access of customers to other stalls. Each space is 10 ft. x 10 ft. The market will be inside of a building with heat and lights. Vendors must bring their own tables, chairs, etc. Restrooms are available. The use of radios or generators is not allowed. Smoking is not permitted at the MCWFM or in the parking area. Any activity that disrupts the functioning of the market for customers or other vendors will not be permitted. Electricity is available to rent from Wisconsin State Fair at the cost of \$33 per item plugged into their outlets per week.

ORGANIC CERTIFICATION

Farmers offering organically grown products must display a sign giving their organic farm certification and listing the certifying organization. Farmers must clearly separate and label organic and non-organic produce offered for sale in the same display.

SUPPLIES AND EQUIPMENT

Farmers must supply their own bags, tables, and other items needed to operate their stands. If selling by weight rather than volume, scales are subject to inspection. Food sold by weight must identify the net weight of the contents.

SITE SANITATION AND APPEARANCE

Farmers must clean their sales and truck areas at the end of the market, remove all food waste and refuse from the market site, and pack out empty boxes. Farmers must keep their stall areas clean and attractive, i.e. clean table coverings, boxes and other containers placed underneath tables, and stalls kept free of product residuals and other litter.

HEALTH REQUIREMENTS

Farmers must follow Milwaukee County Department of Health regulations when handling food at the farmers' markets. Sampling is allowed as permitted by Health Department regulations. Farmers are responsible for complying with state laws concerning preparation and labeling of baked, processed, and perishable foods.

PUBLIC SAFETY

Farmers should exercise caution in parking vehicles and when unloading, reloading, and leaving. Farmers should check their selling areas to be sure that tables, boxes, power cords, or any other item brought to the market present no hazard to the public.

INSURANCE

Farmers accepted to sell at the MCWFM must furnish a certificate of insurance to the MCWFM prior to any sales, evidencing a policy for \$1,000,000 coverage of general liability, property damage, and product liability insurance.

PERMITS and TAXES

Farmers are responsible for all licenses required to sell their farm products, such as scale permits and permits to cook and sell prepared foods. Farmers are responsible for collecting and paying sales tax on items requiring payment of sales tax.

FARM INSPECTIONS

The MCWFM reserves the right to give advance notice and visit any farm to inspect the production of crops or products sold at the market.

MANAGEMENT AND APPLICATION OF RULES

The Wisconsin Apple Growers Association, Inc. is responsible for the operation and management of the MCWFM. WAGA employees are authorized to make operational decisions at the market including assignment of spaces, enforcement of these Market Rules, and collection of market fees. Violation of rules may result in loss of permission to sell in the market. Any suggestions or complaints should be placed in the suggestion box at each market. The Wisconsin Apple Growers Association, the Milwaukee County Winter Farmers' Market, and any employee, board member or agent of either are to be held harmless for injuries, damage to property, etc. that may occur from the rental of market space.

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VENDOR APPLICATION

Farm/Business Name: _____

Contact(s): _____

Contact Address _____ Farm/Business Address if Different _____

City/State/Zip _____ City/State/Zip _____

Farm Phone _____ Cell Phone (Sat am) _____

Fax: _____ Email: _____

Website _____

May we refer potential customers? _____ May we list you on our website/brochure? _____ May we use your photo? _____

Products You wish to Sell at the Winter Market:

Dates You wish to Sell at the Winter Market:

All Dates - \$600 for season – (\$30/week plus one “free” week.)

Selected Dates - \$35/week – (21 possible dates.)

2009 Dates

November 7

November 14 (in parking lot)

November 21

December 5

December 12

December 19

January 9

January 16

January 23

January 30

February 6

February 13

February 20

February 27

2010 Dates

March 6

March 13

March 20

March 27

April 10

April 17

April 24

I agree to abide by all rules set forth by the Milwaukee County Winter Farmers Market.

Signature

Date