

# LAND O' LAKES FARMERS MARKET

## STATEMENT OF MARKET POLICIES - 2014

The Land O' Lakes Farmers Market is a venture of the Land O' Lakes Chamber of Commerce, begun in 1996. The intent of the Market is to bring fresh produce and associated crafts to the people in the Land O' Lakes area via small producers, backyard gardeners, hobby farmers, and local artisans. It is also the intent of the Market to put these producers, hereafter referred to as "sellers" or "vendors," in direct contact with the purchasers in a friendly and community-spirited environment. In 2010, as in years past, the Markets will be held once a week on Thursday mornings from June 18 until Labor Day or later.

We welcome you, as a producer or shopper, to participate in this Market and we hope to see you here often. We ask you to keep in mind that ours is a small-town market. Any items you have to sell should be brought to our market in a small truck or van or trailer. Our site is not large enough to accommodate semi-trailers or large commercial vehicles. We also ask that you respect the small-town atmosphere of our Markets. We reserve the right to refuse participation to any vendor we feel is not in compliance with the small-town intent of our Markets, any vendor found to harass or intimidate other vendors, and/or any vendor who exhibits other negative behavior perceived by the Land O' Lakes Farmers Market Committee to detract from the friendly and cooperative ambience of our Markets. The policies 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 FARMERS MARKET COMMITTEE of the LAND O' LAKES CHAMBER OF COMMERCE (FMC-LOLCC) is responsible for the operation of THE LAND O' LAKES FARMERS MARKET, and reserves the right to refuse the sale of any item not in compliance with the State of Wisconsin or Market policies set forth by the FMC-LOLCC.

**SELLERS:** Sellers are approved to participate by the FMC-LOLCC through an application procedure. All growers in the local area are encouraged to apply. The FMC-LOLCC also allows small producers outside the local area to sell their produce or products at the Market.

**Market Committee:** The FMC-LOLCC oversees the routine operation of the Market and has the authority to enforce all rules and regulations. At least one Market Manager will be on site for each Market to assume this responsibility.

### MARKET HOURS

The LAND O' LAKES FARMERS MARKET will be held every Thursday morning from June 26, 2014 until Labor Day if produce is sufficient. All markets will begin at 9 am and last until noon or until all items are sold if that occurs before noon. Vendors may stay beyond noon to sell their produce, but no Market Manager will be required to stay past noon. No vendors are permitted to stay on the Farmers Market site past daylight. The dates of inception and termination are determined by the committee, with the input of vendors. Sellers with early- and late-season items to sell will be encouraged to contact the FMC-LOLCC to check into the possibility of opening the Market at those special times.

## GENERAL POLICIES

THE LAND O' LAKES FARMERS MARKET is designed as an outlet for fruits, vegetables, eggs, pre-packaged honey and maple syrup and related items, flowers, plants, bundlewood, and other items that are raised or grown and harvested by the seller, as well as crafts that are made by the seller. While it is ideal that all items sold are grown or produced locally, exceptions will be made to include items grown outside the area in order to enhance and expand the market, according to the decisions of the FMC-LOLCC.

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 provided by the town and 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 barred from further use of the Market. All shoppers and vendors are responsible for their own personal and product liability.

**ANY PETS MUST BE EITHER CAGED OR LEASHED AT ALL TIMES.**

Non-profit or charitable organizations may be allowed to sell baked goods or beverages with the permission of the FMC-LOLCC.

## VENDOR GUIDELINES

**A. VENDORS OF RAW HOMEGROWN PRODUCE:** Includes those vendors who sell produce which has been grown from seeds, transplants, or cutting. These products are neither processed nor adulterated or bartered for within or outside the Market.

**Special Requirements:** Vendors are encouraged to sell produce they have grown from seeds or cuttings or from purchased seedlings grown on the vendor's premises. However, other items may be brought in for sale with the permission of FMC-LOLCC.

**FRUIT AND VEGETABLE PRODUCE MAY NOT BE SOLD BY THE SLICE OR SECTION.** However, free samples may be distributed.

**B. VENDORS OF PROCESSED PRODUCE:** Includes those Market vendors who sell such items as maple syrup, whole grains, honey, and other permitted items that have been converted from a raw material gathered by the seller to a finished product by the same person, using an intermediate process without undergoing any further adulteration.

**Special Requirements:** These sellers are required to produce the raw materials from which the final produce is made. The sale of beverages by the cup is not permitted. However, samples may be offered free of charge.

**Honey and Maple Syrup Products:** Must be pre-packaged and clearly labeled with the producer's name, address, product name and weight. The sale of raw beeswax and beeswax candles is also allowed.

**C. VENDORS OF PROCESSED HOMEGROWN-RELATED PRODUCTS:** Includes vendors who sell items which are mainly derived from homegrown agricultural products, which contain derivatives or additives not grown or produced by the vendor. Items in this category include jams and jellies.

**Special Requirements:** Sellers of jams and jellies and other foods classified by the Wisconsin Department of Agriculture as processed or "potentially hazardous foods" defined as "any readily perishable food requiring special storage conditions" (including meats, cheese, poultry, milk, ice cream, eggs) must be licensed under the requirements of the Wisconsin Department of Agriculture. Copies of these requirements are available from the Vilas County Extension Office in Eagle River.

**D. VENDORS OF ORIGINAL CRAFT ITEMS:** This category includes vendors who sell craftwork in conjunction with produce.

**E. LIVESTOCK:** Includes vendors of poultry and rabbits that have been bred by the vendor. Producers may sell purchased livestock that has been raised by the vendor. Poultry and rabbits may be sold either live or dressed; however, no dressing will be allowed on site.

**F. MISCELLANEOUS ITEMS:**

**Baked Goods:** Must be produced by the seller, pre-portioned and pre-packaged (or displayed under a rigid hinged plastic--not cellophane--cover and dispensed with tongs

**Dried Weed and Floral Arrangements:** Must be gathered and arranged by the vendor.

**STALL SPACE RENTAL POLICY**

Stall spaces for the LAND O' LAKES FARMERS MARKETS are assigned to vendors for a nominal fee. In 2010, this fee will be \$5 per vendor per week. Each vendor will be limited to one designated stall approximately 10 feet wide. It is the responsibility of each vendor to provide his/her own display. Vendors are requested to set up their displays and produce between 8:30 and 9:00 am on Market days.

**LIABILITY**

All sellers and shoppers are responsible for their own personal and product liability. The LAND O' LAKES CHAMBER OF COMMERCE and the FMC-LOLCC, its members or volunteer helpers assume no liability for injuries resulting from the use of the Market or the products sold there.

**THE FMC-LOLCC RESERVES THE RIGHT TO AMEND, DELETE, OR ADD TO THIS STATEMENT OF POLICY AS REQUIRED.**