



Thank you for your interest in the GMFF Farmers Market. We are very excited about the 2021 season as we mark the 28th anniversary of the market with a move to our permanent home in the renovated Village Park. We have many special events and promotions planned for this season.

All the Vendor information that you need is on the following pages. Please read through our Vendor packet carefully as there have been changes made for the 2021 season. If you have any questions or concerns, please do not hesitate to contact me.

I look forward to working with you at our market.

Dana Newman, Market Manager

GREATER MENOMONEE FALLS FOUNDATION FARMERS MARKET 2021 Policies, Rules & Regulations

Purpose of the Greater Menomonee Falls Foundation Farmers Market is to provide fresh, local, wholesome goods and services directly from our Vendors to Menomonee Falls and the surrounding communities.

- **Wednesdays 2:00 PM – 6:00 PM**, June 2 through October 13 (20 weeks), and/or
- **Sundays 10:00 AM – 1:00 PM**, July 11- September 12 (10 weeks)
- Located in Village Park Menomonee Falls (N87W16749 Garfield Drive, Menomonee Falls, WI 53051)

Prohibited Items for Sale

- There will be no rummage, second-hand, or flea-market-type items sold at market.
- There will be no reselling of wholesale purchased items allowed unless authorized.
- No Vendor shall engage in solicitation, collection drives, political or religious activities at the market.
- The GMFF Farmers Market reserves the right to deny the sale of any item on a Vendor's product list to maintain the integrity of items found at the market and to avoid product saturation at the market.

Vendor Policies & Regulations

Vendor quality is important to us and we are committed to providing a exceptional market experience. To help ensure this quality, vendors are required to approve and abide by the following policies or face consequences as listed in the "Procedural Violations" section.

- **NEW**—All new Vendors must provide two professional references which can speak to your booth presentation, professionalism, product quality, and how you will add value to the market.
- Except for **severe weather conditions**, Vendors are expected to be present on all market days, barring any personal emergencies, in order to receive an application for 2022.
- Vendors agree to arrive on time and be set-up and in place by 1:30 pm. Vendor spaces that are unoccupied at 1:30 pm will be forfeited and the market manager will have the right to sell your space for the day.
- Vendor space rental is non-transferrable by the vendor.
- Vendors agree to sell for the entire market day and are required to stay to represent their business, even if sold out.
- All vendors will be neat, clean, and suitable dressed.
- Vendors are required to professionally represent their product and treat the public and fellow Vendors in a courteous and appropriate manner.
- Product pricing must be clearly marked on the item or on signage. This is a Wisconsin State Law.
- Vendors will not use "hawking" practices to lure patrons to their stall.
- Vendors are to leave their site clean when leaving the market, which includes removing containers, waste and trimmings. Garbage receptacles at the market are for customer use only.

Notification of an absence must be reported to the Market Manager by 9:00 am the day of the market
mffarmersmarket@gmail.com | Phone or Text (262) 327-4756

Vendor Space Assignments & Set-Up

- Vendor spaces are assigned on a first come, first served basis every year. Vendors are not guaranteed the same location as assigned in prior years.
- There will be a limited number of spaces with electricity. These spaces will be available to full season vendors on a first come, first served basis at an additional cost.
- Vendor space assignments will not normally be changed during the market season. However, the manager reserves the right to move Vendors and make changes when necessary. The new market location at Village Park may require adjustments to Vendor placements which will be worked out the first several weeks of the market.
- In the event a Vendor space is not occupied for two weeks in a row, the manager reserves the right to rent that space to another Vendor for the season.
- Vendors may start arriving for set up at Noon. Vendors must be in place by 1:30 pm, with vehicles moved.
- Vendor space perimeter must be respected. Vendors may not block patron's view of neighboring Vendors or encroach upon areas assigned to other Vendors.
- Vendors must furnish their own tables, chairs, and tents.
- Tents, tables, displays and the Vendor's set up must not extend past the Vendor space allotted (stall lines).
- Tents must be secured at each corner of tent with weights, at all times.
- Vendor space sizes are: 1) One 10 feet by 12 feet space, or 2) One vertical parking space approx. 10 feet wide x 25 feet deep, or 3) a food truck space.
- There will be NO refunds given for rain days or absences.
- There will be NO refunds given after the season starts, no exceptions.

Vendor Parking

- If you must have your vehicle with your booth, please mark on application. There are a very limited amount of Vendor spaces which will accommodate vehicles within the Vendor space.
- Vendor's vehicle can remain in Vendor space only if it fits within allotted space. If the vehicle does not fit, it must be moved. (Most booth spaces available do not provide space for a vehicle).

Vendor Space Rental Rates

Wednesday Market *	June 2 – October 13	20 weeks	\$200 each space
Wednesday Every-other-Week	June 2 – October 13	10 weeks	\$125 each space
Daily (Wednesday or Sunday)	If available		\$35 each space
Sunday Market	July 11 – September 12	10 weeks	\$100 each space

** If 2021 Agreement is signed and returned with payment before 12/31/2020, a discount is available for regular Wednesday spaces as shown on the Application, page 5.*

Vendor Licenses, Permits, Insurance

All Vendors are responsible for obtaining all licenses or permits required for the sale of his/her product to the public. Copies of such licenses or permits must be submitted with Vendor application. When applicable, the Vendor shall submit copies of licenses or permit renewals.

- Non-Food Items: Vendors must include a copy of their Wisconsin Seller's Permit. Contact the Wisconsin Department of Revenue at (608) 266-2776 for more information about Seller's Permits.
- Baked or Canned Goods: A valid Wisconsin Food Processing License may be required for Vendors selling baked or canned goods. Questions regarding local and state permits can be directed to Raymond Stigler, State Food and Safety inspector (262) 939-2861.
- Information on contents of each baked item must be available to customers.
- Eggs: Vendors selling eggs must have a valid Wisconsin Department of Agriculture Retail License (Egg Endorsement Form).
- Meats: Vendors selling meats must have a valid Wisconsin Department of Agriculture Official Meat Establishment License.
- Dairy: Vendors selling dairy must have a valid Wisconsin Department of Agriculture Dairy License.
- Vendors selling food items processed on site such as egg rolls and/or cutting samples such as cheese, fruits and vegetable on site must have Wisconsin Temporary Restaurant license for on-site processing. Questions regarding State permits can be directed to Raymond Stigler, State Food Inspector, (262) 939-2861.

- All products must be sold by legal weight and measures. Vendors are responsible for having their scales certified for compliance.
- A current valid copy of any/all required licenses must be on file with the GMFF Farmers Market prior to selling at the market. NO EXCEPTIONS, this is a State requirement.
- A copy of all required licenses should be in your booth at all times.
- Vendors are responsible for their own insurance.
- Vendors are required to comply with all Federal, State and/or local laws and regulations.

Food Safety

- Items must be kept safe from spoilage which would include putting perishable items on ice.
- Gloves must be worn by anyone handling food processed on site for consumption.
- All produce, dairy, meats, bakery and poultry sold at the market must be displayed and sold in a manner which prevents contamination. These items are not to be exposed to the open air without proper protections.
- Each food space must have a hand wash station.

Restrooms

- Located in building in center of park, near the information booth.
- Located east of the tennis courts.

Procedural Violations

- The Market Manager will give verbal warning and/or written notification of any violation of the above rules to the Vendor upon the first violation. If written notification is given, the Vendor shall be requested to sign a copy of the letter to indicate his/her understanding of the regulations and willingness to correct them. If the Vendor returns the signed copy as required and thereafter complies with the Farmers Market Rules and Regulations, no further action will be taken.
- For an immediately correctable violation, such as exceeding rented stall width, violators will be given verbal warning for the offense and requesting compliance with Farmers Market rules. The Market Manager shall record the issuance of each warning. If the problem is not corrected in a reasonable time, the Market Manager will issue a written warning.
- Vendors are responsible for the actions of its employees and/or shared renter. It is your responsibility to share these rules with anyone else that will be in your rented space.

FARMERS MARKET VENDOR APPLICATION and Acceptance of Policies, Rules & Regulations

I have read and agree to abide by the Policies, Rules & Regulations of the Greater Menomonee Falls Foundation Farmers Market.

PRINT NAME _____ Signed _____ Dated _____

Name of Business _____ Contact Person _____

(_____) _____
Phone _____ Email _____

Street Address _____ City _____ State _____ Zip _____

Do you accept:
EBT Cards [] Yes [] No **Credit Cards** [] Yes [] No **WIC** [] Yes [] No **Food Share** [] Yes [] No **Senior Food** [] Yes [] No

Business website address _____ Business Facebook page address _____

Emergency contact name and phone _____

New Vendor References

Reference Name	Phone	Email

Please list ALL items you will sell at the market (Produce and Non-produce)

Please provide a 1-2 sentence descriptive summary of what you will be offering/selling at the market which we will use to describe your business on our Facebook page and website (fallsfarmersmarket.org).

Electricity Option

A limited number of booth spaces are available with access to electricity, and they will only be available to full season Vendors at an addition cost of \$25 per season:

- [] Yes, I require access to electricity to be a Vendor at the market.
- [] Yes, I would prefer to have access to electricity at the market, but could still be a Vendor without electricity.
- [] No, I am not requesting access to electricity at the market.

Vendor Space Rental

Market Day	Season	Cost per Booth Space	Cost per Space IF PAID BEFORE 12/31/2020	Electricity Requested (\$25/season)	# of Spaces	Total Amount Due
Wednesday (20 weeks)	June 2 – October 13	\$200/space	\$150/space			\$
Wednesday Food Truck (20 weeks)	June 2 – October 13	\$300/space				\$
Wednesday Every-other-Week	June 2 – October 13	\$125/space				\$
Sunday	July 11 – Sept 12	\$100/space				\$
Daily	If available	\$35/space				\$
Total Amount Due if Approved by Market Manager						\$

Hold Harmless Agreement

By signing application form, the Vendor shall waive and relinquish any and all claims of the Vendor that might result in any manner against the Greater Menomonee Falls Foundation Farmers Market (a project of the Greater Menomonee Falls Foundation, its agents, officers, directors, employees and authorized volunteers (“released parties”), except for claims arising from acts caused by misconduct of released party acting within the scope of that party’s employment. Further, the Vendor agrees to indemnify and hold the released parties harmless from and against any and all legal actions, claims, damages, losses or expenses, including but not limited to claims for personal injury, disease or death, injury to or destruction of property and attorney fees and court costs incurred or to be incurred in defending actions brought against the released parties, associated with the acts or omissions of the Vendor and any of its employees, agents or volunteers occurring in connection with the GMFF Farmers Market, or for claims brought by any of the Vendor’s employees, agents or volunteers against the released parties, except with respect to claims for acts caused by the willful misconduct of a released party acting within the scope of that released party’s employment or authority.

I have read and agree to abide by the Policies, Rules & Regulations of the Greater Menomonee Falls Foundation Farmers Market and am submitting my Vendor application for consideration. (Applications not signed will not be considered).

PRINT NAME _____ Signed _____ Dated _____

1. Return the completed and signed Application, copy of all Licenses & Permits, and a photocopy of Liability Insurance
2. Return via mail or email to the address below for approval.
3. All Vendors are subject to approval and will receive an Approval Confirmation via email.
4. Once Vendors receive the official Approval email, payment can be mailed in to secure your booth space.
5. Make checks payable to GMFF Farmers Market and mail to:
P.O. Box 53, Menomonee Falls, WI 53052
6. No refunds will be given once the season starts, including for severe weather conditions.

Please return the following items by no later than May 15, 2021 to Dana Newman, Market Manager

- ✓ Completed and Signed Farmers Market Vendor Application
- ✓ Copy of all Licenses and Permits as outlined in Policies, Rules & Regulations
- ✓ Photocopy of Liability Insurance

FOR OFFICE USE ONLY

Date Rec'd	Date Approval Sent	Date Pymt Rec'd	Amount Rec'd	Cash	Check	Electric?	Booth Numbers