



## madison herb society

A non-profit organization dedicated to education  
about the culture and use of herbs

P.O. Box 8733

Madison, WI 53708-8733

Dear Potential Madison Herb Fair Vendor:

The 2019 Madison Herb Faire, sponsored by the Madison Herb Society, will be held on Saturday, November 2, from 9:00 a.m. to 3:00 p.m. We hope you will consider joining us for the Herb Society's biggest event of the year! As many of our veteran vendors know, this event is well attended and a great deal of fun. Olbrich Gardens believes that more than 1000 attendees were at last year's event. Surveys of last year's vendors report great satisfaction with their sales. For new vendors, we'd like to welcome you and help you get off to a great start, so please let us know how we may assist you.

We have a total of 16 vendor spots, and applications are accepted on a first-come, first-served basis. Please send in your application materials and payment promptly to reserve your space, since we have several new vendors interested in attending.

This year's Herb Faire will again feature herbal education. Our 2019 speakers will focus on the theme "*Wisconsin's Wild and Native Herbs.*" You may want to tie this theme into your product offerings, handouts, etc., but products featuring herbs of European, Asian, and other origins are of course welcome as usual.

Note that vendors may not offer artificial or non-herbal products at the Faire. We welcome the following types of herbal products: herbal teas and tinctures, herbal bodycare products, herbal books and artworks, herbal vinegars and preserves, other herbal food and beverage products, dried and fresh herbs and plants, décor incorporating herbs, and similar items. If you are uncertain whether a product is appropriate, please inquire.

Please note that you must provide as part of your application a list of all the

types of products you plan to sell. Your list of products is very helpful for our publicity efforts, and we include it in our handout to Herb Faire visitors.

All vendors must assume responsibility for compliance with applicable food safety laws. Please be aware that Wisconsin has a Cottage Food Law that allows homemade canned goods. Wisconsin's Cottage Food Law applies only to producers with \$5,000 or less in sales per year, and they may sell only at farmers' markets and other community events (such as the Herb Faire). All sales must be made in-person and go directly from the producer to the consumer. Home producers are allowed to make jams, jellies, pickled goods, sauces, and any other canned goods that are acidic enough to be safe (needs a pH under 4.6). Here is a link that outlines specifics:  
<http://forrager.com/law/wisconsin/>.

For the sale of baked goods, see guidelines from the Madison Health Department:  
<http://www.publichealthmdc.com/environmental/food/documents/BakeSales.pdf>

Set-up will be on Saturday, November 2, from 7:00 to 8:30 a.m., which will give you one and a half hours. You will need to supply your own table or display, but Olbrich has CHAIRS available. Two chairs will be provided free of charge to each vendor. (In response to past queries: we are not able to provide tables because that would switch the Madison Herb Society into a pricier facility rental category, with resulting higher vendor fees. We have chosen to keep fees low for vendors and for MHS.)

Please enter through the side door (west) at Olbrich, not the main front door entrance. All vendors must have set-up completed by 8:45 am. Vendors who do not arrive by this time will be NOT be allowed to set up. Because of other events and staffing requirements at Olbrich Gardens, we are not able to offer set-up on Friday, nor can we access Olbrich Gardens prior to 7:00 a.m. on Saturday.

Following set-up, you are required to move your vehicles to the back parking lot, leaving the closer-in parking places available for Faire attendees and Olbrich visitors.

We are scheduling three speakers in the course of the day as usual. The speakers will present their talks in a nearby but separate room.

Attached you will find: 1) the Vendor Application form, 2) a map of the vendor

space, and 3) the tax information sheet. Your payment as a vendor also covers your annual membership in the Madison Herb Society. (We no longer require two separate forms.)

An electronic publicity kit, including a press release and copy of the Herb Faire poster, will be sent to vendors accepted for participation of the 2019 Herb Faire so that you can help us publicize the event to your customers, social media followers, and your own media contacts. The Herb Society will be undertaking publicity efforts, but we appreciate your help in reaching the widest possible audience.

If you are interested in presenting a program or workshop at a future Madison Herb Faire or at one of our monthly meetings on your area of specialty, please let us know so that we may consider you for the future.

We hope you will be part of Madison Herb Society's 2019 Herb Faire.

Thank you and welcome,

*Sheila Leary*

President, Madison Herb Society