

## **Vendor Letter – Herb Fair 2021**

Greetings Herbal Enthusiasts:

We are thrilled to offer a November 6, 2021 Madison Herb Fair with an expanded vendor presence with more booths and stepped booth pricing to better match your needs. Olbrich Botanical Gardens has recently completed an expansion allowing us to provide these choices in the commons and the Atrium.

Previous Herb Fairs have seen satisfied attendees of over 1000 people. We expect similar attendance this year, especially since we experienced a in-person skip year in 2020.

**Booth pricing:** (includes a one year membership to the Madison Herb Society). You may register for two or more booths if necessary.

4x10 \$35

8x10 \$60

12x10 \$90

### **Booth Info**

Specific booths will be assigned based on the size you selected. We will be mindful of vendors offering similar products and we will make every effort to provide spacing/distancing between them. You will need to supply your own table or display. Two chairs are provided.

### **Herb Fair theme**

Our 2021 speakers will focus on the theme “Herbal Comforts”. You may want to tie this theme into your product offerings, handouts, etc., and products featuring comforting herbs of various origins are of course welcome as usual.

### **Acceptable Products**

The obvious focus of our Herb Fair is to provide education and promote the use of herbs, not as an art fair. To that end, vendors are required, at a minimum, to have 75% of their goods Herbal related.

We welcome the following types of herbal products: herbal teas and tinctures, herbal body care 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 Fair 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 Fair). 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). The link that outlines specifics is: <http://forrager.com/law/wisconsin/>

### **Herb Fair Setup Information**

Setup will be on Saturday, November 6, from 7 a.m. to 8:30 a.m.

### **Program**

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.

### **Herb Fair Documents**

Attached you will find:

- **Vendor Application form** in two formats, a PDF or a word doc. Due date: August 15
  - Priority is given to those vendors who have participated in previous Herb Fairs on a first come first serve basis.
- **Tax information sheet**

Following your acceptance as a vendor, information on setup and the show, as well as your booth number will be sent.

If you are interested in presenting a program or workshop at a future Madison Herb Fair 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.

Looking forward to seeing you. We hope you will be part of Madison Herb Society's 2021 Herb Fair.

Thank you and welcome,

Joyce Pohl  
President, Madison Herb Society