



# ANTIGO

## FARMERS MARKET, INC.

### President

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## Vendor Information and Application Packet 2023

### *FOOD FROM OUR NEIGHBORHOOD*

The mission of the Antigo Farmers' Market, Inc. is to educate the public about the benefits of eating fresh, locally grown foods; to provide nutrition education to all age groups; increase public awareness about food safety, and to advocate greater access to healthy food for all community members, regardless of means. The Antigo Farmers' Market, Inc. strives to affect positive change in the health and well-being of community members, promote food literacy, enhance educational opportunities for other non-profit community organizations, and provide an avenue for the donation of fresh produce to local food pantries.

Board of Directors		Phone	Email
Vicky Adamski	President	715-219-1690	<a href="mailto:vaadamski@gmail.com">vaadamski@gmail.com</a>
Sally Hull	Vice President	715-921-2691	<a href="mailto:sallyhull22@gmail.com">sallyhull22@gmail.com</a>
Patrick McKenna	Secretary	715-610-8419	<a href="mailto:pamckenn@gmail.com">pamckenn@gmail.com</a>
Heather Petersen	Treasurer	715-610-0796	<a href="mailto:sweetpeahrp76@gmail.com">sweetpeahrp76@gmail.com</a>
Caitlyn Zaverousky	Member	715-610-7943	<a href="mailto:czaverousky@gmail.com">czaverousky@gmail.com</a>



## Antigo Farmers Market, Inc.

2023 Market Rules

Revised: February, 2023

### **Market Location:**

Peaceful Valley Park, 420 Field Street, Antigo, 54409

### **Market Date & Times:**

**June 3 – September 30, 2023**

Market starts at 8:00 a.m. and ends at 12:00 p.m. No set-up is to occur before 7 a.m. Empty stalls will be assigned to day vendors at **7:30 am**. Sales stop at **12 noon**. No exceptions.

### **Vendor Market**

All items displayed for sale must be produced locally by the vendor who sells them. Resale of any other items purchased by a vendor will not be permitted. A “vendor” is defined as the actual producing individual, immediate family member, another member-producer of the market, or employee of the farm producer. “Local” is defined as a 50 - mile radius of Antigo. An exception may be made to allow a Wisconsin vendor outside the area, if a board majority (2/3rds) is in support.

**The market board reserves the right to schedule site visits with individual vendors at their farming sites.**

### **Allowable Products**

Vendors will submit a product plan on the application, indicating that season’s market intentions. Fresh fruits and vegetables, flowers, herbs, potted plants, honey, maple syrup, meat, home-made soap, jams/preserves, non-retail baked goods, eggs, and meat are acceptable. However, all eggs, meats, dairy products, and processed foods must be processed, stored, displayed and sold according to state and federal guidelines. **Vendors in this category must obtain the required licenses and include a copy with the application form.**

**Applications will not be processed without a copy of the license.** The market reserves the right to deny permission to sell if licensing requirements are not observed. If necessary, the market reserves the right to contact the DATCP to verify vendor’s licensing status. Vendors may not use “organic” in their booth/display unless they are certified and must present their certificate. A number of vendor stalls are available for artisans; scheduling and approval subject to Market Board discretion. Food vendors may sell crafts, not exceeding 25 percent of total products. No live animals.

### **Licensing Requirements to sell at the Antigo Farmers Market**

Please refer to the following link with regard to **home baked goods**:

[www.wisconsincottagedfood.com](http://www.wisconsincottagedfood.com)

For current information regarding licensing and food safety regulations for **Meat and Poultry** sales go to:

<https://datcp.wi.gov/documents/directmarketingMeatpoultry.pdf>

For **Eggs** go to:

[https://datcp.wi.gov/Pages/Programs\\_Services/FSEggs.aspx](https://datcp.wi.gov/Pages/Programs_Services/FSEggs.aspx) or contact **Wisconsin Department of Agriculture, Trade & Consumer Protection (608-224-5012) or (608-244-4923) for further information.**

### **Membership & Fees**

To sell at the Farmers Market, a vendor must annually complete a vendor application prior to selling at the market. **THIS RULE MUST BE FOLLOWED.** This document verifies they are the actual producers of specified items they intend to sell. A farmers' market must pay for management, signage, advertising, insurance, facilities, labor, mailings, licenses, and promotional activities. Membership and stall fees are a key source of income to do this. Vendor and Membership fees are posted in the Application Forms.

### **Stall Space**

There are 16 stall spaces inside the Heinzen Pavilion and 10+ outside spaces. Fees are listed on the application form. The market reserves the right to approve or deny applications based on available space and/or compliance with the mission of the market.

### **Market Behavior.**

- Vendors must clean up area around vehicles, tents, and sales area before leaving each market day.
- Shade structures for outside spaces shall be secured to the ground via clearly-marked blocks, sandbags, or other heavy objects in order to prevent damage to products and injury to others. No open 5-gallon pails with water.
- No pets at vendor sites will be allowed.
- Minor children in vendor booths are the sole responsibility of that vendor.
- A stand or display or vehicle that impedes access to other vendors is disallowed.
- Questionable product quality, labeling, and radical price cutting concerns are also subject to market manager and Board review.
- Food samples must be prepared and stored according to State Food Safety Regulations. This includes covering food samples on display, using portion-cups or toothpicks for samples.
- Vendors must have a wash station when preparing samples on-site.
- No Smoking at vendor stands.
- **Any concerns about fellow vendors are to be brought to the attention of the market manager or the board president. Please do not directly negotiate with or confront another vendor about any issue you have.**
- Vendor disciplinary action or termination without refund can occur following first verbal and then written warnings. Non-compliance of the above regulations should be reported to the market manager, a form to report problems is available at the manager station. All information is handled confidentially by the market manager and board of directors.

## **Signage**

Signs identifying the name, phone number and location (address) of the vendor's business must be posted before sales begin. **This will be enforced.** Minimum size is 8 ½" X 11" sign. **Signs, boards, tags, or labels listing prices of all products for sale must also be posted prior to sales.** Producers should clearly label organic and non-organic products in the same display. Vendors selling "organic" labeled products must display their grower's certification number and name of certifying body. A copy of this certificate must be filed with the market board of directors.

## **Duties of Market Manager**

- Announce the opening and closing of market.
- Collect the seasonal or daily vendor fees
- Record attendance and brief log of market events
- Assign vendor space and reassign spaces in the event of absence/late arrival
- Manage conflict between vendors or customers
- Enforce market rules and report alleged violations, in writing, to Market Board
- Convene producers at the market for brief meetings if necessary

## **External Regulations & Insurance**

Vendors are responsible for compliance with applicable city, county, state and federal regulations concerning health, licenses, packaging, labeling, taxes, weights and measures, signage, etc. All vendors must follow DATCP rules and regulations regarding licensing, food safety regulations and proper facilities for processed, baked, frozen, and canned food preparation.

A good resource for more information can be found here:

[https://datcp.wi.gov/Documents/DAD/LocalMarketingFoodGuide\\_1\\_16.pdf](https://datcp.wi.gov/Documents/DAD/LocalMarketingFoodGuide_1_16.pdf)

**All sellers and shoppers are responsible for their own personal and product liability insurance.** The Antigo Farmers Market Board, its officers, employees and volunteers, assume no liability for injuries resulting from the use of the market or the products sold there.



ANTIGO FARMERS MARKET, Inc.

Application for Membership and Permission to Sell for Season 2023

Farm or Business Name:	<input type="checkbox"/> Include on AFM website
Owner's Name:	<input type="checkbox"/> Include on AFM website
Street Address:	<input type="checkbox"/> Include on AFM website
City, State, Zip:	<input type="checkbox"/> Include on AFM website
Telephone:	Cell: <input type="checkbox"/> Include on AFM website
Email Address:	<input type="checkbox"/> Include on AFM website
Website Address:	<input type="checkbox"/> Include on AFM website

Are you W.I.C. Certified\*: (Circle One) Yes No \*training required to accept vouchers

**What are you planning to sell in your booth at the market? BE SPECIFIC:** \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**All Stalls inside and outside Pavilion**

<input type="checkbox"/> Full Season	18 weeks	\$225 (includes \$20 annual membership)
<input type="checkbox"/> Half Season	9 weeks	\$160.00 (includes \$20 annual membership)
<input type="checkbox"/> Daily Fees	Pay as you go	\$ 25.00 (+ 1 time \$20 annual membership)

**Daily vendors sharing a space with another vendor are required to pay the annual membership fee of \$20 plus \$12.50 for each market attended. All fees are non-refundable unless approved by 2/3 of the board of directors. Vendors are required to commit to a full, half or daily share at the time of registration.**

**Please make check payable to: Antigo Farmers Market, Inc. and mail to:  
 Antigo Farmers Market, P.O.Box 252, Antigo WI 54409  
 Application deadline is May 1, 2023.**

When would you anticipate marketing your products?

June	3	10	17	24	
July	1	8	15	22	29
August	5	12	19	26	
September	2	9	16	23	30

For Manager's Use      Date Received: \_\_\_\_\_ Amount: \_\_\_\_\_  
 Check # \_\_\_\_\_

Membership in the Antigo Farmers Market, Inc., assures merchants of a voice and a vote in the policies and operations of the Market. This membership is required of all merchants participating in the Market. A membership fee of \$20.00 per merchant, per season, is charged to cover operating costs.

**Hold Harmless Agreement:**

In consideration for being permitted to participate in the Antigo Farmers Market, I agree to comply with the market rules, a copy of which I hereby acknowledge receipt. I also agree to hold harmless and indemnify the property owner WC Enterprises, LLC, the City of Antigo, its officers, employees and agents, and the Antigo Farmers Market Board, its officers, employees and volunteers from any and all liability for property damage or personal injury that may occur from any cause whatsoever including negligence as a result of my participation in the market.

The Antigo Farmers Market, Inc. also has my permission to publish, electronically or via print media, any photos taken at the market, for the purpose of promoting the market, and vendor information as indicated by checked boxes above. The Antigo Farmers Market, Inc. has my permission for a pre-arranged visit to my farming site.

I have read and understood the Vendor Guidelines and Antigo Farmers Market, Inc. Bylaws.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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**Antigo Farmers Market: Participant Liability Insurance Waiver:**

I understand that the Antigo Farmers Market, Inc. recommends that I carry my own product liability insurance while participating at the Antigo Farmers Market.

- At the present time, I do not carry liability insurance. However, I do accept responsibility for any negligence that I may cause.
- I do carry liability insurance, a copy of my certificate of insurance is attached.
- Copy of licenses, if applicable, attached. Yes\_\_\_\_\_ No\_\_\_\_\_
- Copy of organic certification filed with board. Yes\_\_\_\_\_ No\_\_\_\_\_

Printed Name: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Please submit completed forms of the Vendor Application for Market Membership (pages 5 and 6) together with your payment to:  
Antigo Farmers Market, Inc, P.O. Box 252, Antigo WI 54409  
Deadline is May 1, 2023.**

**Comments:**

