

IMPORTANT VENDOR INFORMATION

2017 Mt. Horeb Farmers Market

Welcome to the Mount Horeb Farmers Market!

About Us:

The Mount Horeb Farmers Market is an all-volunteer organization managed by a group of seven area residents. This managing group has no hierarchy; we are all equally responsible for the success of the market. All policy and other major decisions are made by at least a majority vote, and preferably by consensus.

Each member of the managing group is chosen to represent one of three specific interests. Two members are vendors at our farmers market and represent vendor interests. Three members are residents of the community and represent customer interests. Two members are or have been business people in the community and seek to insure that the market operates according to good business practices.

The Mount Horeb Farmers Market has these objectives:

- 1) To encourage the people of our town and its environs to buy and consume healthy, locally grown food.
- 2) To encourage independent local farmers and producers to thrive and succeed.
- 3) To provide an opportunity for the people of our town and its environs to come together as a community.
- 4) To provide opportunities for customers to talk to and learn from the people who produce their food and otherwise become educated about preparing and eating healthy food.
- 5) To provide opportunities for children to learn where some of the food they eat comes from and why it is important to eat healthy food.
- 6) To encourage independent, locally owned and operated businesses, particularly those in our downtown, to thrive and succeed.

General Policies:

The Mt. Horeb Farmers Market is an agriculturally-based, producer only market. Food vendors are given priority over non-food vendors.

We have three vendor categories.

The most important are **full season vendors**. Our customers are looking for a good number and variety of vendors who they can rely upon to be at the market consistently every week. Pleasing our customers means they are likely to attend the market more regularly and are likely to make more purchases.

When the customers benefit, the vendors benefit.

Obviously, this level of commitment to our market incurs the responsibility to be present at the market nearly every week and to have ample product to sell. However, these vendors benefit by paying a much-reduced fee and by having an assigned stall that they can occupy for the full season.

The second category of vendors is **10-week season vendors**. Some vendors specialize in products that are only available for a portion of the season. Other vendors have conflicts that prevent them from attending the market early or late in the season. If these vendors can attend the market for ten consecutive weeks they will benefit by paying a fee only slightly higher than full season vendors and they will have an assigned stall that they can occupy for their portion of the season.

The third category of vendors is **weekly vendors**. These are vendors who, for whatever reason, cannot commit to attending the market most weeks. Weekly vendors benefit our customers by providing unexpected variety and are always welcome. They do, however, pay a higher fee per week and must accept whatever stalls are available.

Requirements:

Applications: All prospective vendors must complete an application (available at “Vendor Info” on our website: www.mthorebfarmersmarket.com) and receive formal approval from the board prior to attending the market. Vendors intending to be full season vendors are encouraged to submit their application in February or March while the most desirable vendor stalls are still available. Please contact us if, by the end of March, your plans for the season are still uncertain and we will do our best to work with you. Weekly and 10-week season vendors should submit their application as soon as possible but at least two weeks prior to the first market in which the vendor wishes to sell. Submitting an application does not guarantee acceptance.

Please note that our winter farmers markets (those that are held after the end of the summer season) require a separate application.

Licenses: In order to ensure the health and safety of the market's customers, it is extremely important that all of the market's vendors be in compliance with health department requirements. Please consult with the Dane County Health Department or the Wisconsin Department of Agriculture to confirm that you have any and all required licenses. You must attest that you have done so on the market application. Both health departments reserve the right to make unannounced inspections at any of our markets.

Please note: Sellers of perennials are required to have a nursery permit from the Wisconsin Department of Agriculture, Trade and Consumer Protection.

Liability Insurance: Vendors are required to provide proof of liability insurance as a condition for selling at the Mt. Horeb Farmers Market. Your insurance agent can give you a one-page “Certificate of Insurance.” It must show coverage of no less than \$100,000, list the vendor's name and address, and list the Mt. Horeb Farmers Market and the Evangelical Lutheran Church of Mt. Horeb as Additional Insureds. This certificate should be included with your application. No vendor will be permitted to vend without this Certificate of Insurance.

Smoking: There is no smoking allowed in or around vendor booths, or anywhere on church grounds. In addition to the fact that smoking has long been banned in most food venues, this is also a safety concern. The tents that most vendors use are extremely flammable.

Acceptable Products: This is an **agricultural, producer-only** market. We intend this market to be, in large part, a celebration of farm-raised foods and products, and the people who grow and produce them. We place a high value on farmers selling only what they themselves have grown. It is also why we require that non-food items be composed of at least 50% agricultural ingredients, half of which (25%) must have been grown by that vendor. Value-added food vendors (bakeries, for example) may not be required to have grown any portion of their ingredients but must have produced all the goods they sell and are encouraged to buy what ingredients they can from their fellow vendors. In addition:

New products not listed on the vendor's application are welcome but must have approval from the board before the product may be offered for sale.

The board has the right to reject any item(s) for sale that it deems inappropriate for the market.

The board reserves the right to visit the farm or production site of the vendor if there is concern about the production of an item for the market.

There is no guarantee of exclusivity for any item being sold. The board will strive for a balance of types of products sold, and reserves the right to allow or limit how many vendors may sell any particular item.

Fees: Full season vendors-\$120 to be paid in advance; 10-week season vendors-\$60 to be paid in advance; weekly vendors-\$10 per week.

Attendance & Set Up:

Arrival: Vendors may begin to set up at 2 p.m. and are asked to arrive at least 30minutes before the 3 p.m. market opening.

Take-down: No vendor may begin to pack up, bring their vehicle to Main Street, or otherwise take down their booth before the 6:30 p.m. end of the market. The high visibility of our location on Main Street and our very visible arrangement of vendors along the sidewalk means that a take down by just one vendor signals to passersby that the market is beginning to shut down for the day. As a result the vendors who remain can quickly begin to see a decline in the number of customers present and a corresponding decline in their sales.

Parking: Vendors must move their vehicle to one of the parking lots behind the church immediately after unloading to allow other vendors to unload and to enable customers to park.

Vendor presence: Because one of the goals of the market is to provide opportunities for customers to talk to and learn from the people who produce their food the vendor should be present at each market whenever possible. In cases where the vendor cannot attend, a co-owner of the business, an employee, or a family member familiar with all aspects of the products for sale may take the vendor's place.

Absences: Full season vendors and 10-week season vendors must let us know as soon as possible if they will be unable to attend any week's market or if they will be arriving late. The best way to contact us is by sending us a message at mthorebfarmersmarket@gmail.com. The market makes its best presentation when the row of stalls is uninterrupted by vacant spaces.

If we have not heard from a vendor by at least 30 minutes before the market's 3 p.m. opening time we will place another vendor in your space.

Stall safety: Vendors are responsible for maintaining the safety of their stall. All tables and displays must be stable and secure. All tents must be erected correctly and soundly staked and/or weighted (sudden brisk winds are not unusual in Mt. Horeb).

Weather: The market takes place rain-or-shine. Vendors may not pack up early or arrive late because of rain. Vendors should bring appropriate protection if inclement weather is expected.

In the event of dangerous weather vendors must use their own discretion regarding whether to stay or to take down. However, please keep in mind that taking down in the midst of heavy rain and lightning can be at least as dangerous as staying in the shelter of your tent.

Pets and children: Vendors are not allowed to bring pets or animals to the market due to health and liability issues.

Vendors who bring their children to the market must not allow them to run on the sidewalk. If the children are disruptive to the market vendors and customers, the vendor will be asked not to bring their children to the market for the rest of the season.

Information:

Location: The Mt. Horeb Farmers Market is held at 315 East Main St., on the lawn of the Evangelical Lutheran Church in downtown Mt. Horeb.

Date & hours: The market is held on Thursdays from 3 p.m. to 6:30 p.m. The market season will begin on May 11, 2017 and end on October 19, 2017.

Booths: Booth size is 10' wide. If a vendor needs more space they may extend their booth at the rear of their stall. We ask that vendors please respect their fellow vendors by keeping tents, tables, displays, etc., within their 10' wide boundaries. Tents are encouraged as they make the vendor and the market more visible.

Marketing: We use a variety of strategies to encourage area residents to attend the market. The "Mount Horeb Mail" has been very supportive and we frequently submit stories and ads to them. We have an active and popular Facebook page visited by many in the community. (We encourage all vendors to "like" our page and share our posts. Doing so networks us all, increasing the online visibility of the market and vendors alike.) Other means of getting the word out include the Mount Horeb Chamber of Commerce, local events, partnering with the school district, colorful tote bags, and posters.

Litter: All vendors are required to pick up any litter around their space at the end of the day.

Mt. Horeb Farmers Market board meetings: Vendors are welcome to attend any board meeting, particularly if they have suggestions, issues, or disputes they wish to have considered. Decisions will be made at the board's discretion. Ask a market manager for the date and time of the next meeting.