

# Fort Atkinson Farmer's Market Producer Policies and Procedures

*Love Where You Live. Shop Local. Shop Fresh.*

**MISSION:** The Fort Farmers Market celebrates local foods and arts while nurturing neighbor-to-producer relationships, cultivating healthy communities and integrating sustainable practices into our everyday lives.

**Day of week:** Saturday      **Hours:** 8am-noon

**Location:** City Parking Lot across from Post Office (theatre façade) on Milwaukee Avenue, Fort Atkinson, WI

**Cost:**

Year-Round Vendor Chamber Member	\$240
Seasonal Producer	\$125
Daily Producer	\$15/day
Arts & Craft Producer	\$50 season or \$15/day
Community Booth	FREE Twice,\$15/day or \$30/monthly or \$50 season

**Arrival:** Vendors arrive between 6:00 and 7:00 am and should be set up by 7:45 am. Failure to arrive by 7:15 am may result in forfeiture of their allocated spot. Producers are asked not to sell anything until 8:00 am.

**Sellers Permit:** Artists and producers selling non-food items may need a Wisconsin Seller's permit. Please call the Wisconsin Department of Revenue at (608) 266-2776 or visit: <https://www.revenue.wi.gov/Pages/FAQS/pcs-seller.aspx> for information on obtaining a Wisconsin Seller's Permit.

**Attendance: YEAR-ROUND AND SEASONAL PRODUCERS ARE EXPECTED TO SELL AT EVERY MARKET.**

If you are unable to sell one weekend due to illness or a previously planned event, contact the Market Manager prior to that Saturday so your space can be filled by a daily producer. **If you miss 3 Saturdays in a row, your space will be given to someone else** and you will be considered a daily vendor for the rest of the season. Daily producers who attend regularly will be given a designated space as often as possible. Flexibility in this process is requested however, due to fluctuations in market programming and number of daily producers. Regular daily producers are also asked to notify the Market Manager prior to the Saturday you will be gone.

**Sites available:** Locations are confirmed once final registrations are received, by mid-April. Most sites measure 10' wide by 36' long (parking stalls head to head). Additional space needs result in additional charges. Priority is given to returning producers, early registrants, and with consideration for product mix.

**Farmers Market Product Mix:** Our goal is to create a welcoming environment that will draw new customers, providing a mix of products in the following categories:

**50% Produce/Fruit/Grains/Flowers**

**25% Bakery, Jams, Honey, Syrup, Canned Goods, Meat, Poultry Eggs**

**20% Homemade grooming products, pet products, woodwork, handcraft and/or art**

**5% Beverage/Edible Food**

The last Saturday of each month is focused on Arts & Crafts. We recommend these producers choose to sell only those days to maximize their profitability and cater to the niche buyers that day. Some seasonal arts & crafts producers sell more frequently.

**Display:** Producer will furnish tables, tablecloth, chairs, and tent (whenever possible). Producer is expected to provide appropriate and well-constructed signs and display. Producers are encouraged to provide additional information including: recipes, nutritional information, local farm story, history of product/seed, how their products/activities support a local and sustainable economy/community.

**Public Relations:** The Fort Farmers Market purchases advertising in local and regional papers and radio stations, and maintains a website and Facebook page. Vendors can assist in “spreading the word” about the market by linking your website to [www.fortfarmersmarket.com](http://www.fortfarmersmarket.com), joining the Fort Farmers Market Facebook page, and sharing special product information with the market manager in advance so it can be included in publicity. Most importantly, the vendor’s enthusiasm and welcoming spirit help create a place where customers enjoy shopping and learning about where their food comes from and how to make certain artisan crafts.

**Market Etiquette:** To create a welcoming and clean atmosphere, we ask that you refrain from smoking, swearing and also present yourself in a way that reflects best upon your products. If there is a disagreement between you and another vendor and/or you and a customer, please find the Market Manager and/or ask for help from your neighbor until the manager can assist.

**Approved Items to be sold:** Produce (fruits and vegetables), edible grains, nuts and berries, flowers (cut, dried, potted), plants, honey, maple syrup, canned goods (properly labeled and processed in accordance with state standards), homemade bakery, processed frozen poultry and meats, eggs, other ag-related products. The Market Manager must approve all other products. Please review the enclosed information from the Wisconsin Department of Agriculture. All prices must be clearly marked in the public’s view, and set at fair market prices.

**Prohibited Items For Sale:** Live animals, rummage articles, arts & crafts items primarily made of previously commercially created arts & crafts products, and products that are processed & sold under a brand name other than the vendor’s own. Always check with the Market Manager if you are unsure if your item can be sold.

**Application:** Vendors must complete and submit an application form and are subject to review at any time.

**State WIC & Senior Food Nutrition Programs:** Fruit & Vegetable Vendors are HIGHLY ENCOURAGED to participate in state food programs that serve low-income families and seniors so that the market is accessible to everyone. Participants receive signage they display on their booths after completing a brief training at a county office. These programs allow you to be reimbursed for your products. This program is FREE to you and adds to your customer base. Call Judy Allen (608) 261-8867

**Clean Up:** All refuse MUST be cleaned up and taken away by vendor.

**Insurance:** Sellers are responsible for their own personal liability and product liability insurance.

**Legal Requirements:** Sellers are responsible for full compliance with all applicable federal, state & local laws.

**Violations:** Violation of any of the policies and regulations may result in an individual being barred from further participation.

**WI DEPT OF AG INFORMATION FOR FOOD PRODUCERS AND/OR FARMERS: Licenses and Permits** - It is the responsibility of the vendor to obtain and provide to the Market Manager copies of all licenses and permits required for the sale of vendor’s products at the Market along with their application.

**Weights and Measures:** All produce to be sold in the market will be sold by legal weights and measures. The use of a non-certifiable scale at the market is a procedural violation.

**Samples:** All samples offered by vendors must meet the following criteria: (a) Samples must be stored in rigid, covered containers until serving. (b) All samples must be pre-cut away from the sales unit. (c) All samples of processed foods must be prepared in a licensed kitchen facility. (d) Samples should be of adequate size and proportionally spaced to minimize customer handling. (e) All samples must be held and dispensed under clean and sanitary conditions. (i.e. toothpicks provided for sampling). (f) All vendors giving free samples MUST provide a waste container in a prominent place and labeled for use by the public.

**Product Temperature** - The vendor is responsible for monitoring and maintaining proper temperatures in accordance with health codes. Vendors who sell foods that must be kept refrigerated or frozen must have an accurate thermometer at the market.

**Potentially Hazardous Foods** - Potentially hazardous foods are so defined by the Department of Health: "Potentially hazardous food means any food which consists wholly or in part of milk, milk products, eggs, meat, poultry, fish, shellfish, edible crustacean or other ingredients, and which is capable of supporting rapid and progressive growth of pathogenic, infectious or toxicogenic microorganisms." It is the responsibility of the vendor to abide by the Department of Health guidelines concerning the vending of such products.

**Labeling:** All vendors using the term organic or other USDA-defined terms must follow the appropriate federal regulations.

**License Exempt Foods:** Raw Honey, Raw Honey Products, Unprocessed fruits & veggies, Apple Cider (with warning label) & Maple Syrup, Popped Popcorn, Poultry (up to 1,000 birds your own raising) Home Canned Goods under \$5000 of sales/season under Pickle Bill (i.e. pickled fruits/veggies, salsas, sauerkraut, jams/ jellies) using approved recipe and Pickle Bill training.

**Raw Fruits and Vegetables:** (1) Must be grown from cuttings grown by the vendor or from seeds or transplants, and the final product may not be purchased or bartered for. (2) Must not be processed or adulterated. Vendors may sell a mixed bag of produce or vegetables but may not process, including chopping or shredding, the fruits or vegetables without a processing license and approved processing procedures.

**Prepared Food Products:** Vendor must have photocopies of all necessary licenses for the production of the processed product and must have them filed with the Market before offering any processed item for sale.

FOR MORE INFORMATION REGARDING HEALTH DEPARTMENT STANDARDS PLEASE CONTACT OUR REGIONAL HEALTH DEPARTMENT COORDINATORS TO MAKE SURE YOUR PRODUCTS ARE COMPLIANT.  
OTHER FOOD SAFETY RESOURCES:

DATCP Inspector: (608) 224-4682

UW Extension: (608) 263-7383

DATCP Food License Questions:

Wholesale Donna Johnson (608) 224-4720

Retail: Laurel Clary (608) 224-4885

Meat: Paul Pierce (608) 224-4731