



Hartford Farmer's Market Guidelines

Saturday Farmer's Market Dates:

Saturday, May 18, 2019 through Saturday, October 26, 2019

Time: 7:00am—12:00pm

Location: 147 N Rural Street (The Hartford Recreation Center parking lot)

Wednesday Night Market:

Wednesday, June 5, 2019 through Wednesday September 25, 2019

Time: 4:30pm – 7:30pm

Location: 100 Park Ave. (Jack Russell Memorial Library parking lot)

Vendor Space Fees:

One (1) space is \$150.00 for the entire season. A vendor may reserve up to three (3) spaces. (Please note no refunds on reserved and paid spots.)

OR you may choose \$40 per month if you are only selling a few months out of the season.

Once vendor space (s) is assigned, no changing is allowed unless authorized by Market MGR.

Vendor Space Responsibilities:

- ✓ Each vendor is responsible for their own set up of product, bringing their own displays and merchandising set up.
- ✓ Each vendor is responsible for removing and taking along any and all trash from your area at the end of each Market.
- ✓ Please remember there is No Smoking allowed at the Market. There is no driving or parking on the lawn. Violators may be ticketed by the City of Hartford if they do so.

Attendance Policy

Vendors are required to attend each week. A full market attracts more buyers. Please purchase vendor space according to the months you will actually be at the market.

Advertising & Promotion:

Advertising will be in the form of local print, radio outlets and social media. Flyers/Brochures will be printed for distribution by the vendors as well as placement in high traffic locations. The market will also be advertised, on Washington County Convention and Visitor Bureau website and visitors guide, the Chamber Facebook page, Digital sign and website, www.hartfordchamber.org, B.I.D website, www.DowntownHartfordWI.com, With the widespread advertising it is critical you alert the HACC of any anticipated absences over the season. Not only does that give someone an opportunity to participate at the last minute, it also allows us to alert the media outlets of the vendors that will be at the market.

Products Allowed:

Vegetables, fruits, flowers, herbs, spices, cheese, frozen meats and fish, cider, and other produced-based drinks, dried flowers, bulbs, plant seedlings, nuts, jams, bakery, eggs, syrups, honey, canned produce, relishes and other homemade food products.

Vendors selling baked, canned or other home-produced food products must provide a copy of their state of Wisconsin food processing license.

A person is **NOT** required to obtain a license to sell food products that the person prepares and cans at home if **ALL** of the following apply:

- ✓ The food products are pickles or processed vegetables or fruits with an **equilibrium pH value** of 4.6 or lower.
- ✓ The person sells the food products at a community or social event or a farmers' market **in the state of Wisconsin**.
- ✓ The person receives **less than \$5000** per year from the sale of the food products.
- ✓ The person displays a sign **at the place of sale** stating: "These canned goods are homemade and not subject to state inspection."
- ✓ Each container of food product that is sold is **labeled** with the **name and address** of the person who prepared and canned the food product, the **date** on which the food product was canned, the **statement** "This product was made in a private home not subject to state licensing or inspection", and a list of ingredients in descending order of prominence. If any ingredient originates from milk, eggs, fish, crustacean shellfish, tree nuts, wheat peanuts, or soybeans, the list of those ingredients shall include the common name of that ingredient.

Other Products Allowed:

Hand-produced baskets, candles, craft items, wood crafts, & pottery.

Prohibited Items:

Fresh Meat or Fish. Animals or pets of any kind.

Signage/Labeling:

Vendors that are selling produce/products grown outside of Wisconsin will be required to separate the Wisconsin grown from the non-Wisconsin grown produce/product and label as such. This will inform your customer and it will then be their choice to purchase or not. Also, you must remit a copy of any license needed to sell your product.

Liability Statement:

The Hartford Area Chamber of Commerce (HACC) will not be held accountable for any loss or action resulting from vendors participation in this market. Vendors participation must be covered by the vendor's insurance, business liability insurance, and sign the HACC Hold Harmless Agreement.

Please include paperwork of your insurance and/or the hold harmless form with your reservation and payment.

Business Licenses: Please include copies of any business licenses you hold to sell your product if applicable.