



Evansville Farmers Market

Rules and Regulations 2016

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Market Manager

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Community Outreach

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The Evansville Farmers Market (EFM) seeks to provide local producers of food and art with profitable direct marketing opportunities, and to provide community citizens a wide variety of fresh, locally produced food on a weekly basis. In addition we hope to strengthen our community by fostering a relationship between local farmers and consumers. The EFM seeks to educate the public about nutritional, economic, environmental and social implications of eating seasonally and locally.

Market Rules

1. All vendor applications are subject to EFM management approval.
2. All vendors must adhere to all rules (written or verbally spoken) by the EFM management. Rules spoken at the market on market day supersede all other rules.
3. Vendors must fill out the EFM application prior to vending at the market. Vendors required by State of Wisconsin regulations are responsible for ensuring their insurance and licenses are with them at the time of vending. State regulators may show up at the market and ask for these documents at any time from any vendor.
4. A vendor or qualified helper, as listed on application, shall be present at each market in order to exercise permit rights. These vendors and qualified helpers **must** be listed on the application.
5. EFM reserves the right to deny access to, or remove from the farmers market, any vendors who do not comply with market rules. EFM management also has the right to refuse any product deemed inappropriate for the market at any time.
6. Vendors selling organic products must display organic certification at their market stand.
7. The farm or business stand (name) must also be displayed.
8. Prices need to be prominently displayed for all products being sold.
9. Vendors receive a 10x10 foot space for vending; the EFM does not supply any equipment. Vendors must supply any tables, chairs, canopy tents and any other equipment required for selling items. Canopy tents must be weighted down.
10. If the vendor will be arriving late or leaving early, the vendor shall notify the EFM on-site management for a special set up other than the regular spot for that market day. Failure to contact management may result in being located on an end spot or denied access to vend at the EFM on that market day. Seasonal and daily vendors must contact the EFM management by 6:00 pm the Friday before market day if the vendor will be absent from the market Saturday morning. In addition, daily vendors should contact EFM management by 6:00 pm Friday if daily vendors **will be** coming to market the following market day
11. Vendor sales specifics: eighty percent (80%) of produce for sale must be locally grown and twenty percent (20%) may be seasonal products shipped in. Vendors

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selling arts and crafts may have materials and supplies that were obtained anywhere, but finished products must be made by the vendor. EFM management has the right to question and discern vendor compliance with these rules at any time. EFM management has the right to prohibit sale of inferior food items at any time unless the item is produce and is clearly marked as seconds. EFM Management reserves the right to inspect any farm or business site at any time.

12. Vendors must be courteous to customers, fellow vendors, and market management.
13. During market hours, vendors who wish to smoke are to use areas removed from the market.
14. Pets are allowed but must be leashed and under control at all times. Pet owners must clean up after their pets.
15. **Non-profit vendors** The EFM recognizes four categories of non-profit vendors, and employs different rules for each. The EFM management and/or board is the ultimate arbitrator in determining which category to place a non-profit vendor. The EFM management and/or board may deny any vendor (for-profit or non-profit) from participating in the market for any reason or no reason whatsoever.
 - a. **Non-profit business** – this category is established as an ongoing business operating in a non-profit status (503(c)) as recognized by the Internal Revenue Service. Business such as art galleries, museums, tournaments, botanical gardens, fund-raising groups (American Cancer Society, blood donations, United Way, etc.) and the like fall into this category. These businesses typically charge admission, or collect donations but still operate as a non-profit ongoing business, and typically have employees. The rules governing this category of non-profit vendor are:
 - i. Any product sold must adhere to the EFM policy of 80% being locally sourced or produced locally, or provide (local) value-added material to the goods.
 - ii. The non-profit business must complete an EFM application, and it must be on file with the EFM Management prior to selling at the market.
 - iii. If the non-profit business is at the market selling goods, they must pay the daily vendor fee.
 - iv. The non-profit business must adhere to the rules and regulations set forth by the EFM.
 - b. **Non-profit clubs and religious organizations** – this category is established as an association of members geared to the nurturing and betterment of its members or society. Clubs such as Future Farmers of America (FFA), Boy Scouts, Girl Scouts, churches, 4H, sports clubs, clubs geared towards youth and the like fall into this category. These organizations typically charge dues, but those dues are used for club activities. Typically, they are staffed largely by volunteers, but may have some employees. The rules governing this category of non-profit clubs are:

- i. The non-profit club must complete an EFM application, and it must be on file with the EFM Management prior to selling at the market.
 - ii. The organization may participate in one market per season. Additional market space may be available, at the discretion of EFM board.
 - iii. Since the organization is allowed to vend once per season at the market, the daily/annual fee is also waived.
 - iv. The 80% locally-sourced provision is waived for this category of vendor; however, the EFM management and/or Board must approve all items being sold, and may deny certain items from being sold for any reason or no reason whatsoever.
 - v. Other than the above exceptions, the vendor must adhere to the other rules and regulations set forth by the EFM.
- c. **Non-profit information sharing** – this category is established to merely provide information, brochures, leaflets or pamphlets. The rules for information-only vendors are as follows:
- i. The EFM management and/or Board must approve the nature of the information being shared, and may deny a vendor being part of the market for any reason or no reason whatsoever.
 - ii. The shared information may not be politically motivated for a candidate, candidate’s position (or opposing position), political party, or a position facing a governing body or judicial court.
 - iii. The sharing of information must be passive in nature; that is, no vendor (or vendor’s agent) may approach an EFM customer with the information. The vendor may not walk the market handing out material or engage in discussion, but remain at his/her assigned vending area while sharing information. The customer must approach the vendor’s booth and seek out the information. No “in your face” tactics by the vendor.
 - iv. The vendor must keep control of all brochures, pamphlets, leaflets from wind or other weather. All paper must be picked up immediately after being caught by the weather, regardless of how far away the material travels, or regardless of the state of the material.
 - v. The vendor may not sell any goods or services for money or barter.
 - vi. The daily/annual vendor fee is waived.
 - vii. The vendor must complete an EFM application, and it must be on file with EFM management prior to selling at the market.
 - viii. The vendor must complete a Hold Harmless agreement.
 - ix. The vendor must adhere to rules and regulations set forth by the EFM.
- d. **Political organizations, campaigns and groups** – this category is established for a political position, or by a candidate for any constitutionally-elected political office on any level of government. Also included in this category of vendor are groups in support of or opposition to a political candidate, political party, or position facing a governing body or judicial court. At this time, the EFM is not accepting applications for any politically-motivated campaign, organization or group.

- e. **Other Groups** – Other types of groups not listed above will be evaluated on an individual case-by-case basis.
16. Vendor fees (daily or annual) are generally not refundable under any circumstances. However, the Board may, solely at its discretion, offer a partial or full refund for any fees paid if a vendor presents its case to the Board. The request must be in writing, and must be sent to the Evansville Farmers Market email address (info@evansvillefarmersmarket.com), or given to a Board member, who will distribute to the other Board members. The Board will make a decision within 5 business days, and if necessary, issue a refund via check. Check refunds are issued by the Evansville Community Partnership. Turnaround time for check refund is outside the control of the Evansville Farmers Market. When presenting a case, please include a mailing address and payee name.

Operations

Market Hours EFM is open from 9:00 a.m. - 1:00 p.m. each Saturday during the market season. Certain special days may have extended hours.

Market Duration EFM operates every Saturday beginning on the first Saturday in May and running through mid-October (last date to be determined by EFM manager, based on weather and vendor participation).

Location EFM is located in downtown Evansville, Wisconsin at the corner of Church Street and Maple Street, next to Creekside Place.

Vendor Setup Set up time will begin at 8:00 a.m. Please make sure that you are finished setting up and are ready for market by 8:45 a.m. Please remember that you are expected to stay until market close time unless you've notified the management that you will be leaving early (see #10 of market rules).

Vendor Booth Space Single stalls are limited to a 10-foot by 10-foot footprint. No vehicles will be allowed in, beside, or with a vendor stall this year, with the exception of certain vendors under special circumstances. Please speak with market management if you feel that this may apply to you. Vendor stalls cannot be traded, reassigned or sold without first being cleared by the EFM management.

Shelter/Tents All shelters must be provided by the vendor, and must be weighted down.

Samples Vendors who are providing samples or selling products using disposable containers must provide wastebaskets for the general public that must then in turn be disposed of offsite. Vendors must supply hand-cleaning ability, knife cleaning ability, and paper towel on site.

End of day Vendors must leave the stall clean and must not dump any refuse (including water) on the pavement.

Evansville Farmers Market Contact information

The Evansville Farmers Market website, phone number and email address is:

- Website: EvansvilleFarmersMarket.com
- Phone number: 608.728.8208
- Facebook: [FaceBook.com/EvansvilleFarmersMarket](https://www.facebook.com/EvansvilleFarmersMarket)
- Email: Info@EvansvilleFarmersMarket.com

Market Fees

All season reserved single stall fee \$20.00
Daily single stall fee..... \$10.00

- Daily farm vendor stalls are assigned by management on a first come first serve basis.
- All fees will be used toward operational expenses, publicity, advertising, etc. Please note that the EFM is operating as a non-profit organization.