

Market Rules of the Turtle Lake Farmers' Market – 2010 Season

- I) **Dates of the Market:** The Turtle Lake Farmers' Market (The market) will open for seasonal operation on April 24, 2010, and the last day of operation will be October 23, 2010.
- II) **Days and Times for Market Sales:** The market will open at 9 AM, and close at 11AM on Saturday. Vendors must arrive in time to be ready to sell at the official opening time. No sales are permitted before the opening time. The market manager will supervise opening and closing of the market.
- III) **Location of market:** The Market will operate at the Turtle Lake Village Park on US Hwy 8/63 except that the market may be relocated within the Village Park during the Inter-County Fair, Spring Market Day and other events held in the Park.
- IV) **Producer-only rules and exceptions:** All products displayed for sale must be produced by the vendor who sells them. The only exception is when the market lacks a product that is needed, in which case the vendor can purchase that product from another local producer as a supplement under a provisional agreement, and proof of purchase must be shown. Such local supplementary products must be clearly labeled as to their place of origin. Each provisional arrangement must be approved by the market manager prior to being offered for sale. Once another producer-vendor is found for that product, the supplement vendor must stop the provisional agreement and subsequent sales of that product. Resale of any other items purchased by a vendor will not be permitted.
 - A) **Vendor:** Defined as the actual producing individual, immediate family member, another producer member of the market, or employee of the producing individual's farm or operation.
 - B) **Local:** Defined as produced within 50 miles of Turtle Lake WI.
- V) **Allowable products:** Vendor producers shall submit a product plan with their application at the beginning of each season, indicating the crops/products they plan to grow or produce for sale at the market. The following products are permitted for sale:
 - Fruits
 - Vegetables
 - Herbs
 - Red meat
 - Fish
 - Dairy products
 - Approved farm-based crafts (defined as created from ingredients on vendor's farm)

- Flowers
 - Bedding plants
 - Ornamental produce
 - Potted plants
 - Honey/Maple syrup
 - Baked goods
 - Eggs
 - Jams/Preserves
 - Poultry
 - Wool/fleeces
- and made with vendor's own hands)
- Hay/Straw
 - Home-made Soaps

A) The Board of Directors may schedule one market per month to include personally produced arts and crafts. The Board must approve items to be sold prior to day of market.

B) The display and sale of all products must conform to rules and regulations established by the State of Wisconsin.

VI) **Membership:** All persons intending to sell at the 2010 Market must, prior to participation in the market, file a vendor application with the market manager. This document requires the grower/producer to:

A) Verify that she/he/they are the actual producers of the specified items which they intend to sell

B) List business/farm name and contact information for farm/home/office.

VII) **Market manager:** The market manager is a volunteer position that is incentivized with vendor donations. The duties of this position are:

A) Record attendance and keep a brief log of market events.

B) Submit a written report to the Board of Directors at the end of the season.

C) Reserve assigned space for vendors and reassign space in the event of absences or late arrivals.

D) Monitor the customer parking situation and resolve conflicts that may arise.

E) Announce the opening and closing of the market.

F) Resolve minor disputes between vendors and between customers.

G) Enforce market rules and report alleged violations, in writing, to the Board of Directors.

H) Act as a liaison between market vendors and the Board of Directors.

I) Approve and book community space as available (see Rule XIV)

J) Convene producers at the market for brief meetings as necessary.

- VIII) **Fees:** Annual membership is \$50.00. Fees are non-refundable, regardless of the number of days a vendor is actually present at the market.
- A) Partial season vendors may participate as non-members but must sign a memo of understanding regarding market rules. Such vendors must pay an individual market fee of \$15.00 per session attended.
 - B) Each member or non-member vendor is encouraged to donate \$3-\$5 of goods, per session, to the manager.
 - i) This allows the manager to be personally aware of the range and quality of goods available
- IX) **External regulations:** Vendors are responsible for compliance with applicable village, county, state and federal regulations, such as (but not limited to):
- A) Commercial kitchen licensing
 - B) Pesticide licensing and safe use
 - C) State sales tax collected and reported as required
 - D) Organic certification on claimed products as required
 - E) Food safety, sanitation, health permits, and labeling requirements pertaining to the items for sale
 - F) State inspection of nursery stock required for selling whole plants for replanting (packs or pots)
 - G) Produce shall NOT be sold by weight as state regulations forbid such practice. Therefore all sales shall be by “bunch” or bag, or volume such as pecks or bushels.
- X) **Signage:**
- A) Signs identifying the name and location of the vendor’s business must be posted before sales begin.
 - B) Signs, boards, tags, or labels listing prices of all products for sale must be posted prior to the beginning of sales.
 - C) Producers selling products they refer to as ‘organic’ must display a sign giving their organic grower’s certification and their certifying body
 - i) Producers should clearly separate and label organic and non-organic products in the same display.

- XI) **Space and parking designation:** The market manager will determine space and parking designations on the first day of the market season, but may reassign spaces in the event of absences or late arrivals.
- XII) **Clean-up:** Vendors must clean-up the area around their trucks and sales area before leaving the site each market day.
- XIII) **Public safety:** Shade structures 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.
- A) **Market behavior:** Vendors are independent entrepreneurs with a common stake in creating a vibrant marketplace. Activities which appear outside the range of normal sales practices can be respectfully questioned by other vendors. The market manager will assist in finding a resolution. Vendors must comply with the market manager's determination on site. Any vendor not agreeing with the manager's determination may appeal to the board of directors will consider the matter at their next meeting. The Board's determination shall be final.
- XIV) **Educational and community activities:** One space will be made available free of charge for educational activities relating to sustainable agriculture or non-profit, health-related community groups. This space will be made available on a first-come, first-serve basis, but must be approved and booked with the market manager in advance.