



ANTIGO

FARMERS' MARKET ASSOCIATION

c/o Dawn Justman, Market Manager

715-305-8444

djustman@hotmail.com

Renate Bromberg

715-623-5372

info@antigomarket.com

www.antigomarket.com

Vendor Information Packet 2011

FOOD FROM OUR NEIGHBORHOOD

We believe we are part of something really exciting in Antigo. A Farmers' Market offers so much more than locally grown food; it keeps money pulsing through our own community. The average household in our area spends well over \$500 per year on fresh vegetables for home consumption. In a community our size, this represents over one million dollars that's headed to places like Idaho, California, and Mexico. Let's keep it local. We hope you can join us.

AFM Market Association		Phone	Email
Dawn Justman Manager		715-305-8444	djustman@hotmail.com
Renate Bromberg	President	715-623-5372	bromberg@wisc.edu
Alex Crockford	Vice President	715-627-6313	alex.crockford@ces.uwex.edu
Erica Berg	Secretary	715-216-3811	erica.i.berg@g.mail.com
Marie Abig	Treasurer	715-216-1727	marieabig@aol.com
Vicky Adamski	Member	715-623-6853	vaadamski@gmail.com
Jim Frisch	Alternate	715-623-4010	frischgr@dwave.net
Mary Winski	Alternate	715-623-3160	mmwin@dwave.net



Antigo Farmers' Market

2011 Vendor Guidelines

Revised: February 2011

Market Location:

Antigo Country Store Parking Lot, 700 Superior Street/ Hwy 45, Antigo, 54409

Market Date & Times:

June 4- October 1, 2011.

Market starts at 8:00 a.m. and ends at 12:00 p.m. Set-up is expected to occur between 7:00 a.m. and 7:45 a.m. No sales before market opens or after closing time. Stalls empty at 7:45 will be assigned to a day vendor.

Producer Market

All produce displayed for sale must be produced locally by the vendor who sells them. Resale of any other items purchased by a vendor will not be permitted. A vendor is defined as the actual producing individual, immediate family member, another *member-producer* of the market, or employee of the farm producer. Local is defined as a 50 mile radius of Antigo. An exception may be made to allow a Wisconsin vendor outside the area, if a membership majority (2/3rds) is in support.

Allowable Products

Vendors will submit a product plan on the application, indicating that season's market intentions. Fresh fruits and vegetables, flowers, herbs, potted plants, honey, maple syrup, meat, home-made soap, jams/preserves, non-retail baked goods, eggs, and meat are acceptable. However all eggs, meats, dairy products, and processed foods must be processed, stored, displayed and sold according to state and federal guidelines. Vendors may not use "organic" in their booth/display unless they are certified. Two vendor stalls are available for artisans on a weekly rotating basis; scheduling and approval subject to Market Managers discretion. No live animals.

For information regarding food safety regulations, contact Guy Wisniewski, 715-610-4514; Guy.Wisniewski@wi.gov

Membership & Fees

To sell at the Farmers Market, a vendor must annually complete a vendor application prior to selling at the market. This document verifies they are the actual producers of specified items which they intend to sell.

Vendors who are selling products that require a license to sell at the market, must submit a copy of a valid license at the time of filing an application to sell. For information on license requirements, contact Guy Wisniewski, 715-610-4514; Guy.Wisniewsky@wi.gov

A farmers market must pay for management, signage, advertising, insurance, facilities, labor, mailings, licenses, and promotional activities. Membership and stall fees are a key source of income to do this. Vendor and Membership fees are posted in the Application Forms.

New vendors, with no prior history of selling at the Antigo Farmers' Market, will be permitted to attend one (1) market day as a trial **after** filling out an application, registering as a paid member and meeting with the market manager. If the vendor continues at subsequent markets, fees will be collected as usual.

Stall Space

Generally a stall refers to 13.5' of front display area with a 15' area for stock. Vehicles are permitted to park behind the stall. Tents are encouraged for product quality and overall market appearance.

Market Behavior

Vendor discipline or termination without refund can occur following first verbal and then written warnings. Activities outside the following expectations should be reported to the market manager:

- Vendors must clean up area around truck and sales area before leaving each market day.
- 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. No open 5 gallon pails with water allowed.
- No pets will be allowed.
- A stand or display that impedes access to other vendors is disallowed.
- Questionable product quality, labeling, and radical price cutting concerns are also subject to market manager and Board review.
- No Smoking

Signage

Signs identifying the name, phone number and location (address) of the vendor's business must be posted before sales begin. Minimum size is 8 ½" X 11" sign. Signs, boards, tags, or labels listing prices of all products for sale must also be posted prior to sales. Producers should clearly label organic and non-organic products in the same display. Vendors selling "organic" labeled products must display their grower's certification number and name of certifying body.

Duties of Market Manager

Duties include:

- Announce the opening and closing of market with bell or horn
- Collect the seasonal or day vendor fees
- Record attendance and brief log of market events
- Assign vendor space and reassign spaces in the event of absence/late arrival
- Manage conflict between vendors or customers
- Enforce market rules and report alleged violations, in writing, to Market Board
- Convene producers at the market for brief meetings if necessary

External Regulations & Insurance

Vendors are responsible for compliance with applicable city, county, state and federal regulations concerning health, licenses, packaging, labeling, taxes, weights and measures, signage, etc. All processed, baked, frozen, and canned food must be prepared in properly licensed facilities. **All sellers and shoppers are responsible for their own personal and product liability insurance.** The Antigo Farmers Market Board, its officers, employees and volunteers, assume no liability for injuries resulting from the use of the market or the products sold there.



**ANTIGO
FARMERS' MARKET ASSOCIATION**

Application for Permission to Sell for Season 2011

Name: _____

City: _____

Product(s) you intend to sell:

Phone Number: _____ Cell Phone Number: _____

E-mail address: _____

Are you W.I.C. Certified*: (Circle One) Yes No *training required to accept vouchers

<input type="checkbox"/> Full Season	18	\$130.00 (includes \$10 annual membership)*
<input type="checkbox"/> Half Season	9 weeks	\$ 65.00 (includes \$10 annual membership)*
<input type="checkbox"/> Daily Fees	Pay as you go!	\$10.00 (+ 1 time \$10 annual membership)

* an additional 10% discount is granted, if application and payment is made on or before May 1, 2011

Please make check payable to: Antigo Farmers' Market c/o Dawn Justman, 229 5th Avenue, Antigo, WI 54409

When would you anticipate marketing your produce?

June	4 Bake Sale 4-H Club "Lucky Rivers"	11 Food Demo Dottie Reeder	18 Dairy Expo	25	
July	2	9	16 Crossroads Harmony, Barbershop Quartet	23	30 Bake Sale Hospital Auxiliary
August	6	13	20	27 Food Demo Bonnie Hessedal	
September	3	10 Food Demo Amy Donaldson	17 Bake Sale 4-H club "Mayflower"	24	
October	1 Pumpkin Fest	9	16	23	30

*events subject to change

For Manager's Use
Check # _____

Date Received: _____ Amount: _____

Vendor Application for Association Membership

_____ Include on AFM website
Name: _____ Include on AFM website
Farm or Business Name: _____ Include on AFM website
Address: _____ Include on AFM website
City, State, Zip: _____ Include on AFM website
E-mail Address: _____ Include on AFM website
Web Site Address: _____

Membership in the Antigo Farmers' Market Association assures merchants of a voice and a vote in the policies and operations of the Market. This membership is required of all merchants participating in the Market. A membership fee of \$10.00 per merchant, per season, is charged to cover operating costs.

Hold Harmless Agreement:

In consideration for being permitted to participate in the Antigo Farmers' Market, I agree to comply with the market rules, a copy of which I hereby acknowledge receipt. I also agree to hold harmless and indemnify the property owner WC Enterprises, LLC, the City of Antigo, its officers, employees and agents, and the Antigo Farmers' Market Board, its officers, employees and volunteers from any and all liability for property damage or personal injury that may occur from any cause whatsoever including negligence as a result of my participation in the market.

The Antigo Farmers' Market Association also has my permission to publish, electronically or via print media, any photos taken at the market, for the purpose of promoting the market, and vendor information as indicated by checked boxes above.

I have read and understood the Vendor Guidelines and Antigo Farmers' Market Bylaws.

Signature: _____ Dated: _____

Antigo Farmers Market: Participant Liability Insurance Waiver:

I understand that the Antigo Farmers' Market Association recommends that I carry my own product liability insurance while participating at the Antigo Farmers' Market.

- I have product liability insurance.
- At the present time, I have decided not to carry any insurance. However, I do accept responsibility for any negligence that I may cause.

Printed Name: _____

Signature: _____ Dated: _____

Antigo Farmers' Market Association

Bylaws

I) Name

- A) Antigo Farmers' Market Association
- B) Market name: Antigo Farmers' Market

II) Purpose of the farmers' market

- A) To provide area farmers with alternative marketing opportunities through a retail marketplace, as well as to encourage agriculture entrepreneurship in the region.
- B) To provide consumers with fresh, locally grown or locally produced products in a convenient location.

III) Purpose of farmers' market association

- A) To ensure orderly operation of the market while striking a fair balance between the needs of all participants, including vendors and consumers.
- B) Provide a legal basis to operate as an official, non-profit entity.

IV) Membership

- A) Membership is open to those who are supportive of the Antigo Farmers' Market. Each member in good standing has one vote for the Board of Directors, and for bylaw changes. Members must fill out an application, agree to abide by market rules, and pay the association dues each year.
- B) Membership entitles the holder to be eligible for a position on the Board of Directors, as well as the ability to cast one vote.
- C) A member who willfully violates these bylaws or the market rules can be ejected following discussion and a vote by the Board of Directors.

V) Board of Directors

- A) The Board of Directors will consist of five (5) members of the Association. Each Board member may designate one (1) person as an alternate to attend meetings and vote in the Board member's absence. Three (3) Board members constitute a quorum. Only Board members or designated alternates shall vote at Board meetings.
- B) The Board of Directors will be elected in the fall at the November meeting. Nominations for Board members shall be collected prior to the November meeting in writing by a Nominating Committee and reported to the Board at the October Board meeting. Nominations shall also be taken from the floor at the November meeting before the vote. Each Board member will serve a two (2) year term. Three (3), then two (2) Board members shall be elected on alternating years.
- C) In the case of resignation of a Board member, a new member shall be appointed from the Association membership by the Board.
- D) Board Officers shall be determined by the Board at the January meeting. Officers of the Board of Directors include
 - i) President: Schedules and chairs the meetings, serves as a contact for outside groups, appoints committees as or when required and conducts votes.
 - ii) Vice President: Serves in the President's absence.

- iii) Secretary: Maintains correspondence, up-to-date bylaws, lists of members, applications, and minutes of meetings.
- iv) Treasurer: Collects fees, pays bills, keeps financial record, ensures tax reports are filed, and makes an annual financial report of the farmers' market organization.

Positions may be combined.

- E) Duties of the Board of Directors include but are not limited to decisions regarding the overall management and operation of a successful market.

VI) Meetings

- A) Board meetings shall occur monthly except in December.
- B) January Board meeting:
 - i) The new officers shall be inducted by the outgoing Board.
 - ii) The monthly date of the Board meetings shall be determined.
- C) Annual Membership Meeting in February:
 - i) The new officers shall be announced.
 - ii) The monthly date of Board meetings shall be announced.
 - iii) Association members may raise and/or vote on any other issues relevant to the success of the Market.
- D) November meeting: New Board members shall be elected, to begin their terms in January.
- E) Thirty (30) days advance notice and agenda for the annual membership meeting and the November meeting shall be given to all current Farmers' Market Association members.

VII) Bylaw Changes

- A) Proposed changes to these Bylaws must be approved by the Board and voted on by the Association via paper ballot. A simple majority of votes cast in favor of the change is required for proposed bylaw changes to be enacted.

VIII) Termination

- A) The Antigo Farmers' Market will be intact as long as three (3) producer members remain active and in good standing.
- B) Failing that, or if the facility or municipal arrangements close the market, the treasury is to be maintained for the period of time required to meet all outstanding bills, taxes, and obligations.
- C) Upon termination, the remaining funds shall be donated to a local food pantry or another charitable community organization, to be decided upon by a majority vote of the remaining membership. All tax and reporting requirements must be satisfied prior to such a termination and donation.

IX) Non-Discrimination

The Antigo Farmers' Market shall not discriminate on the basis of sex, race, color, religion, creed, age, national origin, ancestry, pregnancy, marital status or parental status, sexual orientation, or disability.

Revised and adopted September 2009