

# RICE LAKE FARMERS' MARKET

## 2011 Vendor Guidelines



The Rice Lake Farmers' Market would like to provide quality locally grown fruits, vegetables, flowers, herbs and specialty items\*.

Selling privileges at the Rice Lake Farmers' Market are extended to vendors selling locally grown fruits, vegetables, flowers, herbs, specialty items etc.\*

\*See Produce Rules #1

### **MARKET LOCATION:**

Rice Lake Chamber of Commerce, (parking lot)  
37 S Main Street  
Rice Lake, WI 54868

### **MARKET DATES AND TIMES:**

Market opens June 25th continuing into October weather permitting and if vendors have product. Start time is 8 AM, ending at noon. You are permitted to stay longer. Please try to be at the market no later than one half-hour before start-time. Barricades will be put up at 8:00 a.m.

### **FEES:**

The season fee shall be \$75.00 for a single space, \$110 for a double space, if paid by July 1<sup>st</sup>. If the \$75.00 season fee is not paid by July 1<sup>st</sup>, the vendor will pay a fee of \$25 per day. The \$75.00 fee per season paid by July 1<sup>st</sup> gives the vendor voting rights. Fees help to cover promotional expenses such as signage, advertising, insurance etc. All vendors must complete an application and pay site fees prior to selling at the market. No more than 2 spaces allowed per vendor.

### **2011 MARKET GUIDELINES**

1. Vendors are required to display a sign stating their name, telephone number and address. The sign should be 8 ½ inches by 11 inches with lettering large enough to be easily read by visitors to the market.
2. Vendors are responsible for providing their own tables and any other display containers.
3. Spaces will be pre-assigned to season vendors. One-day vendors will also be assigned spaces on an as needed basis by the Market Manager.
4. Season vendors should contact the Market Manager after 6 p.m. on Friday (before the Market) at (715) 418-1874 (Henk-primary) or (715) 418-0372 (Barb-secondary) if they are unable to attend the Market so day vendors can use their space. All season spaces will be held for their season vendor otherwise.

5. Products sold at the Rice Lake Farmers Market must be grown or made within 75 miles of the city limits of Rice Lake, Wisconsin.
6. Vendors are responsible for cleaning up their own areas and helping to clean up the grounds.
7. Vendors are responsible for following all federal, state, county and township municipal rules and regulations concerning health, licenses, packaging, labeling, taxes, weights and measures, signage etc. All processed, baked, frozen, or canned food must be prepared in a properly licensed facility.
8. Vendors are responsible for securing their own permits. Vendors will be required to obtain a city vendor permit from the Rice Lake City Hall at 30 E. Eau Claire Street. Telephone # (715) 234-7088. Vendors should display their permits and all necessary license in their display area.
9. The Rice Lake Farmers' Market is covered under a general liability insurance policy. However, vendors are encouraged to have their own liability coverage.
10. The Rice Lake Farmers' Market Manager will be paid \$20.00 per week.

## **2011 PRODUCE RULES**

1. The primary purpose of the Rice Lake Farmers' Market is to sell locally grown produce, plant materials, homemade specialty items such as homemade soaps, and locally processed food.
2. Produce or fruit, which **CANNOT** be grown locally, may be sold at the Market as long as it has a label stating where it was grown. For example, fresh picked peaches or cherries from Michigan may be sold as long as they are labeled as "fresh picked Michigan peaches".
3. No resale items or rummage is allowed – new or used.
4. The primary focus of the Rice Lake Farmer's Market is to provide a market for locally grown produce. Produce vendors will be given priority for space available. Crafters may be allowed if space is available at the discretion of the market manager.

## **DUTIES OF THE FARMERS' MARKET MANAGER**

1. Collect the \$25 fee from day vendors and \$75 from season long vendors for a single space or \$110 for a double space.
2. Assign the day vendors a space.
3. Assist Farmers' Market Committee with advertising and special events.
4. Verify compliance with the market rules by all vendors. Manager must comply with rules.
5. Inform everyone that they need a vendor permit.
6. Vendors are expected to help setup and tear down barricades, banner, etc. under the direction of the Market manager.