

This section is for official use only, please fill out the application portion below.

	PAYMENT METHOD				CLASSIFICATION				
DATE:					CATEGORY	PRODUCE	CRAFT	INFO/EDU/SERV	PREP. FOOD
TYPE:	SEA/DAILY				RULES REV.	YES	NO		

Ashland Area Farmer's Market Vendor Application 2021

IDENTITY-----

Business/Organization _____

Name: _____

Address: _____ City _____ State _____ Zip _____

Phone _____ Email _____

GENERAL

INFORMATION-----

Are you (check all that apply):

- Producer/Grower Crafter Prepared Food Vendor
 Information/Education/Services

To participate in the AAFM all vendors must have their business/farm located in Ashland, Bayfield, or Iron County and be grown or produced by the vendor. Do you fit this criteria?

- Yes No, Sorry can't participate

Growing Location _____ Ashland Co. Bayfield Co.

- Iron Co.

Would you like your contact information to be shared with customers and other vendors?

- Yes No

Description of Your Display-----

Describe what you will sell or be displaying, please be specific (use back if you need more space):

If you are selling prepared foods or crafts, where do you obtain your raw materials:

- Regionally State of Wisconsin Outside of the State Outside the U.S.

If you use regional ingredients please list? _____

VENDOR RESPONSIBILITY-----

The vendor is personally responsible for holding the correct permits to conduct business at the Ashland Area Farmers’ Market. Please call the appropriate agency for requirements and fees. For licensing information, call DATCP at 715-839-3844 for ready to eat foods call Ashland County Health Department at 715-682-7004. For State Seller’s Permit (non-food items) call the State of Wisconsin at 608-266-2776.

I understand the state regulations for food marketing and have all licenses that apply.

- YES Not applicable

PAST PARTICIPATION-----

The following section will be helpful to us as we look at the market set-up from month to month. Please be as specific as possible.

Did you participate in the Farmers’ Market last year? Yes No

How many markets did you attend last year?_____

How many markets do you plan to attend this year?

- 10+ Markets
- 5-9 Markets - Expected dates of attendance:
- 1-4 Markets *Those expecting to attend less than 5 Markets are eligible for daily passes only.

PLEASE READ CAREFULLY BEFORE SIGNING APPLICATION-----

Selling privileges at the Ashland Area Farmers’ Market (AAFM) are extended to produce growers and handcraft vendors under certain conditions as stated in the Ashland Area Market Rules and Policies. I have read and understand the rules and policies of the AAFM (attached). I agree to abide by these rules and the authority of the Market Manager. I understand that selling must be done under proper state and local licensing and procurement of such licenses is my responsibility, and will provide the market manager with proof of licensing if requested.

I agree to protect, indemnify, and hold harmless the Ashland Area Farmers’ Market and the City of Ashland from and against any and all causes of action, claims, demands, suits, liability or expense by reason of loss or damage to any property or bodily injury to any person, including death, as a direct or indirect result of use of any rented or occupied market space or in connection with any action or omission of the renter who shall defend the Ashland Area Farmers’ Market or City of Ashland in such cause of action or claim.

I understand that all applications are subject to review before approval and by completing this form I am not automatically accepted to vend at the Ashland Area Farmers’ Market.

Applicant’s Signature_____ **Date**_____

MARKET FEES

Please make checks payable to the Ashland Area Farmer's Market.

- ☉ **Seasonal Pass for Drive in site \$100.00**
- ☉ **Daily Fee** (All sites, as available per Market Manager's approval) = **\$15.00**

All applications are requested to be submitted to the Market Manager for consideration at least one week prior to intended sales before permission is granted to vend at the AAFM.

2021 Market Manager: Cheyanne Reeves (850)896-9597 | cheyanneareeves@gmail.com
Ashland Area Farmers' Market PO Box 452, Ashland WI, 54806
ashlandfarmersmarket@gmail.com This section is for official use only, please fill out the application portion below.

Vendor Rules

Please initial beside each statement to confirm you have read and understand all vendor rules.

- _____ All products must be held and dispensed under clean and sanitary conditions in accordance with local Health Department regulations.
- _____ Vendors are required to obtain any applicable city, county, state, or federal licenses, i.e. food processors may need to be licensed and use a licensed kitchen with proof of licensing available; organic labeling should be backed by federal certification and a copy of Organic Certification available. Each vendor is responsible for collecting any pertinent sale taxes.
- _____ Certain vendor models, including re-sellers and wholesale/distributors, are ***excluded from participation***.
- _____ All applicants may be subject to review by the Board of Directors / Market Manager for eligibility under our Bylaws.
- _____ The Market Manager will approve or reject daily pass applications based on AAFM Criteria.
- _____ Each vendor is given a 12' maximum frontage with no renting of multiple stalls.
- _____ Only one vehicle per drive-in space will be allowed. Trailers must be unhooked and the vehicle parked outside of the market area. With that in mind, no sprawling set-ups allowed. *Vendors are limited to their site space only.*
- _____ Vendors may share stalls but each vendor must complete a registration form and inform the Market Manager of this sharing agreement. *Vendors cannot resell or present products on behalf of other businesses.*
- _____ Vendors are responsible for setting up their own stall each market.
- _____ The Market Manager reserves the right to fill vendor spaces if a vendor is not there by 7:45 a.m.
- _____ *Vendors must notify the Market Manager of planned attendance schedule and notify the Market Manager of all schedule changes.*
- _____ *No early sales on market day.* Market opens at 8:00 a.m. when the Market Manager or appointed individual rings market bell. Pre-order sales can not be picked up at the market before 8 a.m. This is to avoid confusion to other customers as to when the market opens.
- _____ Vendors are generally not to use available electrical outlets for mechanical refrigeration.

_____ No generators allowed within the market area.

_____ Pets are discouraged in the Market area in concern for health and safety issues.
The sale and giving away of animals on the Market grounds are prohibited.

_____ All materials and displays shall be family friendly in nature.

_____ The Market Manager or Board reserves the right to inspect places of business to verify local production.

_____ The Market Manager reserves the right to make stall spot checks to enforce the market policies and rules if necessary.

_____ It is understood that selling privileges may be forfeited if these rules are not followed.

Eligibility guidance for vendors:

- **Produce:** Grown and harvested by the vendor as represented at the market.
- **Transplants:** Bedding plants and annual herbs may be sold if started, potted, or transplanted by the vendor as represented at the market.
- **Flowers and Forage:** Fresh cut or sustainably wild-harvested flowers or forage may be sold if grown or harvested by the vendor as represented at the market and in the surrounding counties as specified.
- **Produced Goods:** Apple Cider should be made with apples grown or harvested locally by the vendor as represented at the market. Honey should be gathered from the vendor's hives, which reside in the surrounding counties as specified. Jams, pickles and other prepared foods should be made from scratch and/or with local ingredients. Value-added/Processed foods are allowed for sale but must comply with state regulations.
- **Meat / Eggs / Dairy Products:** Meat, eggs and dairy products are allowed for sale at the market as long as they are properly processed and handled safely. Vendors of these items must comply with state and local licensing and inspection requirements. Vendors should be primary producers of their products and be located in the surrounding counties as specified.
- **Arts and Crafts:** Hand-crafted items produced by the vendor as represented at the market may be sold. The vendor's art studio or workshop should be located in the surrounding counties as specified. A limited number of fiber, wood and crafts products will be permitted, and priority will be given to farm-based products and those who grow, produce, glean or locally source the raw materials used in products for sale.
- **Non-producer Groups and Organizations:** Local groups that operate in support of area producers or the local community that may wish to engage with the public at the market can apply to participate. *These groups will need to buy a site like any other vendor and advocate or engage solely from their site location.*