

# Ashland Area Farmers' Market

## Market Policy and Rules (Revised 2021)

### Mission Statement

We are a group of local producers, business owners, and community citizens who have come together to promote a regional agricultural system that serves local farms and enriches the community by providing a market for farmers and crafters from Ashland, Bayfield, and Iron Counties.

### Market Organization

The Ashland Area Farmers' Market (AAFM) operates as a participating market under the South Shore Farmers Market Association (SSFMA) 501(C)-6 organization. At this time, the AAFM exists as a participating market and defers Board decisions and direction to the SSFMA Board of Directors. Any further references to the Board of Directors refers to the SSFMA Board. Vendors who wish to participate at the Ashland Area Farmers' Market pay membership fees as described below and thus become members in good standing of the South Shore Farmers Market Association (SSFMA) 501(C)-6 organization.

Ashland Area Farmers' Market (AAFM) is located on the 200 block of Chapple Avenue in Ashland, Wisconsin. The site is partially closed to vehicular traffic on market days between the hours of 7 a.m. and 1 p.m during market dates and encompasses Pearson Plaza.

The Ashland Area Farmers' Market operates Saturday mornings from 8 a.m. to 12 noon. The Board of Directors annually sets the operating market dates prior to the Vendor Member Meeting in April. Generally, the market operates summer through fall following seasonal variations. Markets start the first week of June and end mid-October.

Membership is open to eligible community members with a membership fee charged each year. Marketing space is available to member-vendors that meet the regulations of the market as outlined below. We are an equal opportunity organization. The organization thrives on volunteer work performed by vendors and community members alike.

An elected Board of Directors provides direction and policy for the Ashland Area Farmers' Market. The board democratically approves all policy decisions. A Market Manager is responsible for market management.

### Membership

#### Privileges and Application

A membership fee is charged to cover operating and promotional expenses, management, and facility improvements. The Board of Directors annually sets fees. Membership privileges are as follows:

- Members participate in policy directions.
- Current year members are eligible to sell at the market.

Applications for membership are obtained from the Market Manager, the Board of Directors, or on-line. *Fees are due at the time of application as applicable.* Application for membership is renewed annually. The application package includes the following items:

- Application form to be signed by vendor and returned to Market Manager

- Copy of market rules
- Other pertinent information as needed

The Market Manager will keep a copy of the signed forms on file.

## Eligibility

Eligibility for membership is determined by the following criteria:

- Participating vendors must have an accepted application on file, paid all necessary fees, and have signed a waiver of liability.
- Our primary purpose of business is to provide the communities and neighborhoods we serve with farm fresh products. We strive to accommodate all other categories of vendors as often as we are able, but at SSFMA markets, farms always come first. This will help maintain a market atmosphere of locally grown, fresh produce that is the focus of most farmer market consumers.
- A farm member is considered a fresh produce, meat, and egg vendor who makes 75% or more of their market sales from these perishable items.
- All products must be held and dispensed under clean and sanitary conditions in accordance with local Health Department regulations. The market does not provide electrical outlets for mechanical refrigeration.
- No generators allowed within the market area.
- The Market 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 membership privileges may be forfeited if these rules are not followed.

The Ashland Area Farmers' Market is bound by its mission statement to promote items from Ashland, Bayfield, and Iron Counties. In following this mission, 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.

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 apply for membership like any other vendor and advocate or engage solely from their site location.*

## Vendor Fees and Stall Assignment

Fees set for the **2021 market season:**

All full season vendors that wish to participate in the market  
\$20.00/yearly membership fee  
As well as  
\$80.00/seasonal site fee

All guest vendors that wish to participate in the market on an ad hoc basis  
Optional \$20.00/yearly membership fee  
Required \$15.00/daily all sites user fee

Season begins in June and continues until Mid-October

Season operational dates will be updated on the AAFM website prior to the Annual Meeting in April at  
<http://www.ashlandareafarmersmarket.com>

- Members have the option of buying a full season pass (spot guaranteed) or paying the daily fee and taking a space assigned by the Market Manager on market day. Stall use will be a first come system and is based on availability.
- 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. This levels the playing field between big vs. small vendors. It also encourages vendors to be creative in their marketing and it controls the available spaces in a somewhat tight market area.
- Two kinds of stall depth sizes are available: one for vehicle use (12'x26') and one for walk-in/table set-up (12'x10'). Walk-in sites are located in the lot as available or in Pearson Plaza.
- Only one vehicle per 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.*

## Standards of Conduct

Standards of conduct are necessary to maintain farmer loyalty and consumer trust. Maintaining market integrity for consumer satisfaction is a primary goal of the market.

- To assure safety and high standards, members 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 setting up their own stall space and display as well as for cleaning up their area at the close of the 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 their 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 the 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.
- No reselling or selling of non-vendor produced items (as outlined in the eligibility section).
- Each vendor is responsible for collecting any pertinent sale taxes.
- Perishable foods and on-site consumables must be produced and displayed according to all applicable health codes.
- 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.*
- Non-profit organizations must apply for a stall space as regular vendors.
- All materials and displays shall be family friendly in nature.

## Reservation and Cancellation Policy

All persons who wish to sell at the Ashland Area Farmers' Market will be asked to complete a Vendor Application form prior to selling at the Market. Applications may be obtained from the Market Manager or on-line. The application will constitute an agreement between the sellers and AAFM to abide by the policies and rules. Should any questions arise regarding the observance of Market policies and rules, the Market Manager will review the questions and if necessary bring the information to the Market Board of Directors.

Cancellation of membership is based on fair and equal treatment to all members. Failure to follow market rules may result in losing selling privileges and market membership. Grievance procedures will follow this basic outline:

- The Market Manager will immediately notify vendors of rule violations, which may be followed by a written notification and request to comply with rules.
- If compliance is not made, the Board of Directors will conduct peer review of the grievance and determine membership eligibility. This will be done in a reasonable timeframe. If an applicant or vendor is dissatisfied with a decision by the Market Manager they may appeal to the Board of Directors through a request to the Market Manager, who will notify the Board President. The Board President shall call a board meeting within 14 days of the complaint being filed to discuss the matter.
- Cancellation of membership results in forfeiture of membership fees.

Scheduled market dates may be cancelled due to inclement or hazardous weather. The decision to cancel will be made by the Market Manager.

## **Concluding Comments**

Farmers' Markets are sustained through numerous positive relationships. If we collectively envision our highest goals for true community and economic sustainability, AAFM will become a centerpiece of community activity and pride as it helps sustain the farms that form the basis of our society.

## **Contact Information**

**2021 Market Manager:** Cheyanne Reeves

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