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| **Ashland Area Farmers’ Market** |

## **Market Policy and Rules (Revised 2017)**

#### **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.

### **Market Organization**

Ashland Area Farmers’ Market is located on the 200 block of Chapple Avenue in Ashland, Wisconsin. The site is on Chapple Avenue’s street bed, which is closed to vehicular traffic on market days between the hours of 7 a.m. and 12:30 p.m June-October There are a total of 30available stalls for vendor use.

The Ashland Area Farmers’ Market operates Saturday mornings from 8a.m. to 12 noon. The Board of Directors annually sets the operating months during its winter quarter meeting. Generally, the market operates summer through fall following seasonal variations. Markets state the first week of June and end the second week of 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. We are an equal opportunity organization. The organization thrives due to the volunteer work performed by vendors and community members alike. The Ashland Chamber of Commerce is the sponsoring organization of the market with operations covered by their insurance.

An elected Board of Directors provides direction and policy for the Ashland Area Farmers’ Market. The membership 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, Ashland Chamber of Commerce, or the Board of Directors. *Fees are due at the time of application.* 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. A committee from the Board of Directors reviews applications and notification of acceptance with space assignments will be mailed to the applicant.

**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.
* Season passes are based on a 3:1 ratio of fresh produce, meat, and egg to handcrafted/Value-added food vendors. This will help maintain a market atmosphere of locally grown, fresh produce that is the focus of most farmer market consumers.
* A fresh produce, meat, and egg vendor is someone 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 selling privileges may be forfeited if these rules are not followed.

The Ashland Area Farmer’s 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 buy a site like any other vendor and advocate or engage solely from their site location.

**Fee Schedule and Stall Assignment**

Fees set for the **2017 market season**:

$100.00/seasonal drive-in site

$75.00/seasonal walk-in site

$15.00/daily all sites user fee

$6.00/daily student under 18

Season begins June 3 through Oct. 14, 2017

**Fee Schedule and Stall Assignment—continued**

* Members have the option of buying a full season site (stall assignment made during the application process) or taking a space assigned by the Market Manager on market day and paying the daily fee. 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 on the sidewalk (see site map). Vehicle spaces are reserved for produce, meat, and egg vendors only.
* 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.
* An application review committee will determine space allocations each season and make notification of space assignments. A map of the site with vendor assignments will be available for review through the Market Manager. Seniority preference is given to returning, seasonal vendors. Determination decided by a non-vendor committee. Disputes brought to the Manager.
* Vendors may share stalls but each vendor must complete a registration form and inform the Market Manager of this sharing agreement. A**ll** vendors should be present at the Market while their product is being sold.

**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.

* New vendor applications must be received at least 1 week before the intended market to allow for a reasonable processing time. Applications are reviewed for eligibility before vending privileges are granted.
* 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.
* Set up will be by 7:30 a.m. for various management and safety concerns. No vehicles will be allowed within the market area after 7**:**30 a.m. through 12:00 noon..Furthermore, the Market Manager reserves the right to fill vendor spaces if a vendor is not there by 7:30.
* 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 announces to begin sales. 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.
* No solicitation allowed at the Market. 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. The application will constitute an agreement between the sellers and the Market to abide by the policies and rules governing the Ashland Area Farmers’ Market. 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 will 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 followed by a written notification and request to comply to 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. **I**f an applicant or vendor is dissatisfied with a decision by the market manager he/she 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 with in 14 days of the complain being filed to discuss the matter
* Cancellation of membership results in forfeiture of membership fees.

The Farmers market may be cancelled due to inclement or hazardous weather. The decision to cancel is 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, our farmers’ market will become the centerpiece of community activity and pride even as it sustains the farms that form the basis of our society.

**Contact Information**

**2017 Market Manager**: Cheyanne Reeves

Contact: cheyanneareeves@gmail.com

ashlandfarmersmarket@gmail.com or [www.ashlandareafarmersmarket.com](http://www.ashlandareafarmersmarket.com)