

2021 Mineral Point Market

Vendor Application, Contract and Regulations

1. Purpose

The Mineral Point Market was started to provide a place for local agricultural and food producers and select artisans to sell their goods directly to consumers; to encourage and promote the use of locally produced farm products, locally prepared foods, and art; and to enhance quality of life in Mineral Point by providing a community activity that fosters social gathering and interaction. It is recognized that although members sell as individuals, the market is a cohesive unit; its success depends on the cooperation and joint effort of all the vendors as a whole.

2. Market Management

Market management may vary during the season. This is a *volunteer* position. The current Market managers are Jenny Bonde and Kathy Bures. Jenny may be contacted at 608-574-8016, or starfarm@mhtc.net and Kathy at 608-924-1404, or raspberry@buresberrypatch.com. Market rules and eligibility are compiled by the Market managers and reviewed by tenured vendors.

3. Eligibility

All agricultural products, processed foods, and artwork must be produced in Wisconsin by the vendor or his/her employees.

Agricultural and food products will comprise no less than two-thirds of vendors, with the balance of products consisting of select artisans.

The vendor committee reserves the right to determine if a particular product or set of products is consistent with the purpose of the Market and approve or deny products for sale based on this determination. The permit holder will list the items they plan to sell and agree to all the regulations set forth on this contract.

In certain cases, vendors may be allowed to supplement their product offerings with items not grown/produced by the vendor provided that:

- The “supplemental product” is grown/produced in Wisconsin.
 - Existing vendors do not currently grow/produce the supplemental product.
 - The supplemental product does not exceed 50 percent of the seller’s offerings on any Market day.
 - The supplemental product is clearly labeled with the producer’s name and contact information.
- Vendors must receive approval prior to re-selling any product.

Vendors may not use the word “organic” to describe their product unless they have been certified organic by a federally recognized agency.

Vendors must request approval prior to selling new products outside their approved product category.

Products grown/harvested/produced outside the state of Wisconsin may be allowed if the product cannot be grown/harvested/produced in Wisconsin, and the product is consistent with the purpose of the Market. Each item will be reviewed by the vendor committee to determine appropriateness. Examples include seafood, coffee beans.

4. Permits and Fees

All individuals wishing to sell products at the Market must obtain a permit from the Market Managers prior to vending. **Please note: all vendor application materials must be received by the Market at least one week prior to the week the vendor intends to sell. We do not accept walk-ins.**

No sharing of permits or space is allowed unless the Market managers grant prior approval. A permit allows you to sell on Market days only. Vendors may purchase a **Full-Season** permit or a **Daily Vendor** permit.

Full-Season permit holders must commit to vending at least 75% of Market days (18 of the 24 possible days). Full-season permits can be purchased for \$100.00. Vendors may choose to contribute more if they like. All funds are used strictly for advertising and promotion of the Market. Checks can be made payable to the Mineral Point Market. No refunds will be given.

Daily vendors will be charged \$8.00 per day for a maximum of \$104.00 (after thirteen vending days fees are no longer assessed). Daily vendors are strongly encouraged to contact the Market managers the week prior to vending to be certain they are qualified to legally participate in the Market. Copies of the vendor application, regulations, and contract will be available at the Market.

5. State, County and Local Guidelines and Regulations

Each vendor must comply with **ALL** State of Wisconsin, Iowa County, and City of Mineral Point laws governing health, packaging, labeling, taxes, scales, weights and measures. For example:

- All processed foods must be prepared in a certified kitchen per state law. Some exemptions exist for highly acidified home-canned products as outlined in Wisconsin's "pickle bill". In addition, Wisconsin's "cookie bill" allows for the sale of "not-potentially hazardous" baked goods directly to consumers. Vendors who wish to sell products described in these laws must demonstrate their understanding and adherence to these laws prior to approval. See links for more information:
https://datcp.wi.gov/Pages/Programs_Services/FSHomeCannedFoods.aspx
<https://www.wisconsinincottagefood.com/>
- Vendors with "potentially hazardous" products or processed foods (as defined by the Department of Agriculture, Trade, and Consumer Protection) must display their Retail Food License or Food Processing Plant License.
- Vendors selling non-food items are responsible for obtaining a Seller's Permit, if determined necessary by the Department of Revenue. Sales tax collection and reporting is the responsibility of the vendor.

If you are required to obtain a permit(s) or license(s), a photocopy of the permit(s) or license(s) must be on file with the Market managers **prior** to participation in the Market. If you have questions regarding the necessary permit(s) or license(s), contact the Wisconsin Department of Agriculture, Department of Revenue, or appropriate agency. Failure to obtain all necessary permit(s) or license(s) will result in dismissal from the Market.

Covid-19 Precautions: Vendors must adhere to all State, County, and Local regulations for best practices at farmers' markets. Failure to do so will result in dismissal from the Market.

6. Dates and Hours of Operation

The 2021 Mineral Point Market will begin on Saturday May 1, 2021 and be held each Saturday. The regular season Market will end on Saturday October 16, 2021.

*Additional late-season Saturday Markets are often held indoors at a local business. If additional Markets are held, *it is up to the participating vendors to manage and advertise for those Markets.*

Official Market hours are 8:30a.m. to 11:00am.

- Vendors are encouraged to be ready for sales by 8:00am and remain set up until 11:00a.m.
- All vendors must arrive by 8:10am. Those arriving late may need to forfeit their usual location.
- All vendors must have the area cleared by 1:30 p.m.

7. Spaces and Location

The Market is located in Water Tower Park at Business Highway 151 and Madison Street. Spaces will be assigned to full-time vendors and will remain constant for the duration of the season. Daily vendors will be assigned a space the day of the Market based on seniority. Daily vendors may not exceed 10 linear feet for their display. Daily vendors may be asked to set-up in different locations from week to week, but an effort will be made to maintain a constant location.

8. Attendance at Market

Full-time vendors agree to participate in the Market for at least 75% of vending days and receive a permanent vending location. All vendors must notify the Market Managers 3 days in advance if they will be absent from attending their regular schedule. Chronically absent full-time vendors will be asked to surrender their stall and move to a daily vendor location.

A full-time vendor may share their permanent spot with one partner vendor under certain conditions: The partners must submit separate applications and abide by all regulations. Partner vendors must agree to vend on alternating weeks and supply the Market Managers with their vending schedule. If a partner vendor attends on a day he/she is not designated to vend, he/she will be assessed a daily vendor fee.

9. Substitutes

Each full-time permit holder is entitled to list a second party to be in charge of the booth when the permit holder is absent. In the event that the permit holder is absent, the substitute must be present at the Market. A substitute is someone other than the primary vendor or partner vendors.

10. Maintenance

Each vendor will furnish their own tables, chairs, bags, extension cords, tent canopies and any other necessary supplies. Electricity, water and restrooms are accessible. Each vendor is responsible for cleaning up all refuse around their booth and making sure that any debris in the park caused by the Market is cleared. Vendor-generated refuse must be brought home with the vendor and not placed in garbage cans at the park.

Vendors must move their vehicles to a side street immediately after unloading and prior to setting up. No vehicles may be driven in the park if the ground is saturated.

11. Prices

Each vendor is responsible for their own pricing. Prices should be readily visible to customers. Vendors may use one large sign, smaller signs placed beside each product or by individually pricing items.

12. Market Promotion

Advertising for the Mineral Point Market is supported solely by vendor fees. Market managers and vendors work together to arrange advertising and promotion for the Market. A monthly "Market Basket" drawing is one promotion to which vendors may give a free-will donation. The product donation is not reimbursed by the Market. Vendors often benefit from increased sales as a result of their good will. -

13. Pets

For vendor and customer safety and hygienic reasons, no dogs, cats or any pets are allowed under the Park shelter or within 20 feet of the Market vendors' booths. Please monitor and take corrective action if pets are too close to booths. All vendors are asked to assist with enforcing the regulation.

Hold Harmless Clause

All authorized vendors participating in the Mineral Point Market shall be individually and severally responsible to the City of Mineral Point and Market organizers and volunteers for any loss, personal injury, deaths, and/or any other damage that may occur as a result of the vendor's negligence or that of its servants, agents, and employees. All vendors hereby agree to indemnify and save the City of Mineral Point and the Mineral Point Market organizers and volunteers harmless from any loss, cost, damages, and other expenses, including attorneys' fees suffered or incurred by the City of Mineral Point by reason of the vendors' negligence or that of its servants, agents and employees; provided that the vendors shall not be responsible nor required to indemnify the City for negligence of the City, its servants, agents or employees. No insurance is provided by the City or Mineral Point or the Mineral Point Market to participants in the Market.

Individual vendors are strongly encouraged to purchase their own product liability insurance.

2021 Mineral Point Market

Application for Full-Season Vendors

(Applicant must agree to attend 75%, or 18 of 24 Market days.)

Name: _____

Address: _____

Telephone: _____

Email: _____

Substitute: _____

Address: _____

Telephone: _____

Email: _____

Please list **all** the products you plan to sell at the 2021 Mineral Point Market. New products must be reviewed and approved.

I HAVE READ AND AGREE TO ABIDE BY THE REGULATIONS GOVERNING THE MINERAL POINT MARKET, THE HOLD HARMLESS CLAUSE, AND INSURANCE STATEMENT

Vendor Applicant Signature Date: _____

Market Manager Signature Date: _____

Please return this page, your \$100.00 fee, and a copy of any permits that may be required for your product type to:

Market Manager
6970 McNeill Road
Mineral Point WI 53565

Checks made payable to Mineral Point Market.

2021 Mineral Point Market Application for Daily Vendors

Name: _____

Address: _____

Telephone: _____

Email: _____

Please list the products you plan to sell at the 2021 Mineral Point Market.

If you know the date(s) you wish to sell at the 2021 Mineral Point Market. Please circle them below.

May:	1	8	15	22	29
June:	5	12	19	26	
July:	3	10	17	24	31
August:	7	14	21	28	
September:	4	11	18	25	
October:	2	9	16		

I HAVE READ AND AGREE TO ABIDE BY THE REGULATIONS GOVERNING THE MINERAL POINT MARKET, THE HOLD HARMLESS CLAUSE, AND INSURANCE STATEMENT

Vendor Applicant Signature

Date: _____

Market Manager Signature

Date: _____

Part-time vendors will be granted permission to sell at the Mineral Point Market if:

- The applicant pays an \$8.00 fee for each Market day (payment may be made day of Market if vendor is unsure of days they will be selling)
- The vendor committee approves of the product(s) to be sold.
- The applicant abides by all the regulations established for the Market.

Please return this page, and a copy of any permits that may be required for your product type to:

Market Manager
6970 McNeill Road
Mineral Point WI 53565

Checks made payable to Mineral Point Market.