

MADISON

2023 HILLDALE FARMERS MARKET APPLICATION & GUIDELINES

Market Location and Time

The 2023 Hilldale Farmers Market will be held 8am-1pm Wednesdays and Saturdays from Saturday, May 6 to Saturday October 28th, 2023.

<u>Market Location at Hilldale Shopping Center:</u> 702 N Midvale Blvd, Madison WI 53705. Please note, The Hilldale Farmers market will be held in the same location as last year, behind LL Bean at the intersection of Heather Crest and Segoe Road.

Contact Information

Mailing Address for Applications:

Farmer's Market Coordinator Hilldale Management Office 726 N. Midvale Avenue Suite LL-003 Madison, WI 53705

Farmers Market cell phone: (617) 913-3251 during Market hours

Email: hilldale@wsdevelopment.com

MARKET GUIDELINES

Please be advised that by applying for the Hilldale Farmers' Market, you are agreeing to follow these rules and regulations.

1. QUALIFICATIONS

The Hilldale Farmers' Market is an outlet for selling garden products, meats, cheese, prepared foods, canned or jarred foods and bakery items grown and/or produced in Wisconsin. To be eligible for a permit, you must be the owner/grower of a family, individual or partnership operation. The permit holder (hereinafter referred to as vendor) must grow and produce all of the items that are sold in their stall. Vendors are not allowed to purchase produce from outside growers to sell at their stall.

Guidelines

- As a vendor, you will list on your contract all items that you plan to sell. Please DO NOT list "assorted vegetables" on the contract, you must provide a specific list.
- The owner/permit holder or one designated substitute (must be same person each week) must be present in the stall (see section 6).

• Oversized trucks will be parked along the back wall or in an adjacent lot. No exceptions. If your tent and/or truck are too wide for one stall you must purchase two stalls. Each stall is 10 feet wide (facing the customer traffic) and 25' deep.

The Hilldale Farmers' Market reserves the right to modify the following rules and regulations as needed. We reserve the right to move vendors and stalls in an effort to improve the flow of the market. We also reserve the right to modify hours, relocate or cancel the market on holidays and special event dates.

2. PERMITS AND FEES

Permits are issued to INDIVIDUALS/FAMILIES/BUSINESSES; no sharing of permits or stalls is allowed.

Each permit issued will include an assigned stall. A permit allows for selling on your designated market day (Wednesdays & Saturdays) Stall assignments will be issued on a first come-first served basis. Double stalls are available. Double stall permits will not be issued to include a vehicle parking space in one of the stalls. Vehicles are not permitted in stall spaces. The prices for permits are listed below. No refunds will be granted in 2023.

Application Steps:

- 1) To apply for a stall, you must submit your application by March 30, 2023. A \$50 application fee must be submitted with *each* application in order to be considered as a Vendor. Make checks payable to Hilldale Shopping Center LLC. Cash will not be accepted. Check or money order only.
- 2) You will be notified by April 15th of your acceptance into the market.
- 3) You will receive an acceptance letter that needs to be signed and returned with a check for all season fees by April 15. All vendors MUST return the signed acceptance form and pay season fees prior to April 30, 2023, or the stall will be reassigned. Accompanying the letter will be a market map with your booth location for the season.

ALL Season fees are due by April 30th, 2023

FEES: For Wednesdays & Saturdays combined for one stall 10' wide by 25' deep

	1 st Qtr.	2 nd Qtr.	3 rd Qtr.	4 th Qtr.	Full Season	Double Stall- 25' deep/ 20'wide
Begin	May 6	June 22	Aug 5	Sept 9	May 6	May 6
End	June 17	Aug 2	Sept 16	Oct. 21	Oct. 21	Oct. 21
Amt	\$200	\$200	\$200	\$200	\$600	\$1200

- <u>Daily Assignments</u> (to be collected daily by market manager) \$25 for Wednesday/\$30 for Saturday:

 Daily assignments will be issued to vendors from the waiting list by invitation, depending on available space. Current vendors are eligible to purchase a daily permit for additional stalls. Daily assignments will not be sold to current vendors for vehicle parking.
- Vendors will receive their space assignment in the mail informing them of acceptance into the market along with the vendor's assigned stall highlighted on a site map of the market. Assignments authorize vendors for Farmers' Market sales only. Political campaigning is prohibited.

3. MARKET HOURS

Minimum mandatory hours for the market are 8:00 a.m. to 1:00 p.m. Wednesdays and Saturdays.

- Market hours will be advertised as 8:00 a.m. to 1:00 p.m. Vendors may set up before 8:00 for their earlybird customers, with written permission from Market Manager. FOR THE SAFETY OF OUR CUSTOMERS AND VENDORS THESE HOURS ARE MANDATORY, ANY VENDOR ENTERING THE MARKET AFTER 7:30AM OR EXITING THE MARKET PRIOR TO 1:00 pm without Manager's permission WILL BE TERMINATED FROM THE MARKET FOR THE SEASON.
- The market manager reserves the right to modify market hours at any time, if needed.
- VENDORS MUST ATTEND ALL MARKET DAYS THEY HAVE SIGNED UP FOR or notify Market Manager of upcoming absence in advance. Last minute absences must notify by telephone or email prior to 7:30 a.m. the day of the missed market. *****VENDORS FAILING TO NOTIFY THE MARKET MANAGER OF ABSENCES MORE THAN 2 TIMES WILL BE TERMINATED FROM THE MARKET FOR THE SEASON WITH NO REFUND.
- Vendors must arrive at the market no later than 7:30 a.m. Any stall unoccupied after 7:30 a.m., whether assigned or not, may be sold to a vendor as a daily permit. Any vendor opening his stall later than 8:00 a.m. could be subject to a late opening fee of \$10.
- Daily vendors will be placed at 7:30 according to order of arrival. Please park in line in order of arrival
- ALL PROPERTY, PRODUCE AND VEHICLES MUST BE PACKED AND CLEARED OF THE AREA NO LATER THAN 2:00 P.M.

4. SPACES AND LOCATION

The market will be located for 2023 in the west parking lot of the shopping center, off the shopping center entrance from Segoe Road (same location as 2022). Hilldale reserves the right to change location during the course of this season.

- Single spaces are 10' wide by 25' deep, double spaces are 20' wide by 25' deep. Vendors must fit all of their belongings WITHIN their space. No OVERFLOW. If overflow happens consistently, additional space fees will be requested.
- ****ALL vehicles, trailers, produce and signs <u>must stay within the assigned stall</u>.

 <u>ALL VENDORS WITH OVERSIZED VEHICLES WILL BE PARKED AGAINST THE BACK WALL</u>. -even those who have <u>had accommodations made in the past</u>.

5. PRODUCT PRICES

Vendors must display the price of their products near to or on the product. Additional price lists can be used but not substituted for the price posted near to or on each product.

6. SUBSTITUTE SELLERS

Each vendor is expected to preside over his/her stall at all times. In the event that the vendor cannot be present at the market, one designated substitute must be present in the market stall. Your substitute may be a family member, employee or business partner. The substitute must be the same person each time. The substitute

must be familiar with product and procedures followed by the vendor, including familiarity with rules and regulations. In the event of an emergency preventing, you or your substitute from being present in your stall, please inform the market manager. Please notify the market manager if you need to change your substitute during the market season. Vendors are responsible for the conduct of their substitute.

7. SAFETY & MAINTENANCE

<u>COVID-19:</u> The market will follow practices set forth by Public Health Madison Dane County.

<u>REFUSE:</u> Each vendor must supply their own tables, chairs, bags, <u>waste containers (for public use)</u>, and be responsible for cleaning up <u>ALL REFUSE</u> around their stall. <u>The trash cans by the picnic tables are NOT for vendor use.</u> There is to be <u>NO</u> dumping of any plant, food or other material or trash on mall property. No one may leave items unattended for the Food Pantry or for late pickup by customers. <u>Vendors must take THEIR OWN REFUSE HOME for disposal.</u>

NOISE, EMISSIONS, SMOKING: Vendors will refrain from activities that interfere with the rights, comforts, or convenience of other vendors or shoppers, including running gasoline or diesel engines during the market which is prohibited Smoking is not allowed at the market, and vendors or shoppers wishing to smoke must leave the market site.

PROPANE USE FOR COOKING: All flames must be outside the confines of the tents per the fire department

8. MARKET MANAGER

During the market season any concerns or questions should be routed through the email address: hilldale@wsdevelopment.com or nanci.horn@wsdevelopment.com <a href="Emailto:Ema

9. MARKET PROMOTION

Advertising and publicity for the Farmer's Market is being executed by Hilldale. The Market Manager and Hilldale Management are responsible for these functions. Do not contact area media representatives concerning publicity for the Market. If you receive an inquiry from the media, please direct them to the Market Manager, do not make comments on behalf of the market.

10. COMPLAINT AND VIOLATION PROCESS

If you have a valid complaint concerning a rule violation by another vendor, there is an established procedure that you must follow.

- 1. Immediately report your concerns to the market manager.
- 2. DO NOT EVER discuss your personal concerns or complaints regarding the market with customers or other vendors.
- 3. Do not take the matter into your own hands. Only the Market Manager can handle complaints. Vendors interfering in this process and found to be spreading rumors about other vendors or the market itself will be removed from Hilldale Farmers market.
- 4. If situations arise which require interpretation of these rules, the Market Manager will make the required decisions and interpretations in the best interests of the Market.

Hilldale Farmer's Market reserves the right to remove a vendor permanently from the market if a vendor has substantiated complaints, depending on the severity of the complaints.

The Hilldale Farmers Market reserves the right to refuse to sell space to any vendors who in its opinion does not align with the quality standards that Hilldale represents.

11. INSURANCE & LIABILITY ISSUES

Vendors are liable for any damage caused by their actions and a liability insurance policy is recommended.

- Automotive Liability Insurance: Vendor shall provide proof of insurance coverage on any auto (all owned, non-owned & hired vehicles) used in connection with the work, with minimum acceptable limits of \$100,000 bodily injury; \$300,000 each occurrence; \$100,000 property damage.
- Vendors are not allowed to bring pets or animals to the market due to health and safety issues.

Vendor also agrees on the following conditions:

- Covenant to hold harmless. The vendor agrees to indemnify and save the Market Manager, harmless against and from any and all claims, damages, costs and expenses, including reasonable attorney's fees, arising from the conduct or management of the business conducted by vendor at the Hilldale Farmers' Market.
- Loss or damage of property. You will be held liable for any damage to property.
- Vendors who bring their children to the market must be sure children are properly supervised and behaving appropriately.

12. STATE AND LOCAL LAWS AND REGULATIONS

Each vendor is responsible for understanding and complying with <u>ALL</u> State of Wisconsin and City of Madison laws governing health, packaging, labeling, taxes, scales, weights and measures, etc.

- Scales used at the market must be registered with the City of Madison Weights and Measures, 4602 Sycamore Ave., Madison, WI 53704. Phone: (608) 246-4515.
- <u>Sellers of perennials are required to have a nursery permit</u> from the Wisconsin Department of Agriculture, Trade and Consumer Protection Dept., P.O. Box 8911, Madison, WI 53708 Phone: (608) 224-4571 or 224-4574.
- Questions on taxable goods and sales permits should be directed to the Wisconsin Department of Revenue Sales Tax section at (608) 266-2776.
- The City of Madison Health Department is responsible for making sure that local health laws are followed. Contact the area inspector at the Department of Public Health, 210 Martin Luther King Blvd., Madison, WI53701, and phone: (608) 294-5335. For state health issues contact 266-1251 or the Dane County Health Dept., 242-6515 for county issues. Public Health Madison & Dane County, and the new phone number vendors should call to contact Environmental Health about licensing is (608) 243-0330. Here is a website where vendors can go and read a factsheet on their type of product to help vendors figure out if they need licensing:

http://www.publichealthmdc.com/environmental/food/farmersMarket.cfm

- Food Stamps can be accepted at **authorized farmer's market stalls**. If you are interested in qualifying, contact the Officer in Charge, Food and Nutrition Service, USDA, 6515 Watts Road, Suite 205, Madison, WI 53719 or call (608) 264-5404.
- WIC Farmer's Market Program is another program that you can participate in. To find out more about this program, write to 1414 E. Washington Ave. Rm. 267, Madison, WI 53703 or call (608) 261-8867.
- We intend to roll out the EBT program at the Hilldale Farmers Market in the near future. We will release more information as we receive it.

13. PRODUCE RULES: THESE RULES APPLY TO ALL CATEGORIES BELOW

- A. All items must be grown, gathered and/or produced by the vendor in Wisconsin. Limited exceptions will be considered for products that are not able to be produced in WI –see non-local limited exceptions below.
- B. All processed products must be properly labeled in accordance with state and federal labeling laws.
- C. All containers must comply with state laws. No reuse of any single-use containers is allowed.
- D. Resale of any produce purchased or bartered for and not grown by the seller is not allowed.
- E. Products must be produced in a state-licensed facility.
- F. All Products must be wholesome, attractive, first quality, and free of disease.

FRESH FRUITS AND VEGETABLES

- A. No sale of items by section is allowed (i.e. half a watermelon).
- B. Vendors giving samples must handle them properly. Vendors are responsible for understanding the Health Department's definition of "handled properly". **This is not the Market Manager's responsibility.**

ORGANIC PRODUCE

- A. Produce sold as organic must be certified as organic.
- B. Organic certificate must be displayed at the stall.
- C. The word organic cannot be used by vendors unless they are certified organic growers.
- D. A copy of the certificate must be enclosed with the market application.

BEDDING PLANTS, HOUSEPLANTS & NURSERY STOCK

- A. Must be grown by the vendor from seedlings or cuttings.
- B. Purchased seedlings or cuttings must be grown on the vendors' premises for at least two months before they can be offered for sale at the market.
- C. Nursery stock such as trees and shrubs are allowed.
- D. No sale of plants that are officially listed as Wisconsin invasive species.

HONEY, MAPLE SYRUP & SORGHUM

- A. Must be pre-packaged and sold in clean containers, combs or straws. Honey straws not allowed if not vendor's own honey.
- B. The sale of raw beeswax is allowed.
- C. The sale of honey and beeswax products is allowed.
- D. Maple syrup must be produced from sap collected by the vendor.
- E. The vendor must produce all of the raw materials from which a final sorghum product is made.
- F. Sorghum product must come from the facility to which the vendor delivered the raw material and must be pre-packaged.

APPLE CIDER

- A. Must be processed by the vendor using the vendor's own apples **OR** may be processed at a state-inspected and licensed cider mill, using the vendor's own apples (Vendors, please include a copy of the food processing plant's license with application).
- B. Cider samples may be given in single servings of less than one ounce. Samples may not be pre-poured. A waste container must be provided if you are sampling. Vendors giving samples must handle them properly. Vendors are responsible for understanding the Health Department's definition of "handled properly". This is not the Market Manager's responsibility.

FLOWERS, WEEDS, GRASSES, HERBS AND HERB PRODUCTS (FRESH & DRIED)

- A. Must be grown by the seller, not purchased from other sources
- B. Must be natural in appearance and sold as gathered. These materials cannot be changed using dyes, paints or artificial items such as wire, tape or florist supplies. These items may only be used to bundle.
- C. Dried material must be sold by the stem or in bunches. Selling them in containers such as baskets, vases or other craft items cannot increase the value of these materials. Undecorated wreaths are allowed.
- D. Individual dried herbs must be pre-packaged.

EGGS

- A. Must be produced by hens kept by the vendor.
- B. Must be properly graded and labeled incorrect information must be deleted from all re-used containers.
- C. Must be kept in a cooler.

JAMS, JELLIES, SALSA, SAUCES AND PICKLED PRODUCTS

- A. All processing must be done by the vendor.
- B. A copy of the state license for the kitchen used in processing must be displayed by the vendor at the market stand.
- C. Vendors are responsible for understanding the Health Department's requirements for processing and sampling out their products.

CARAMEL APPLES & POPCORN

- A. Caramel apples must be made from apples grown by the vendor.
- B. Popcorn must be grown, picked, shelled and packed by the vendor.

NUTS AND GRAINS

- A. Nuts and grains must be grown or gathered by the vendor.
- B. Must not be processed or altered, except for the making of grain into flour.
- C. Must be pre-packaged.

BAKERY ITEMS, PREPARED FOODS & COFFEE

- A. Must be processed in a state licensed kitchen or bakery licensed to the vendor. A copy of the license must be displayed at the market stand.
- B. All products must be pre-packaged with the exception of single servings that may be served using tongs or papers from a rigid plastic case. Prepackaging is recommended for single servings. Vendors giving samples must handle them properly. Vendors are responsible for understanding the Health Department's definition of "handled properly".
- C. Vendor must produce the products sold. Products sold must be made from scratch without the use of mixes or prepared products.

- D. Coffee must be brewed in a state-licensed kitchen.
- E. Each product must show an ingredient label either on the product package or on a sign by the product. By law, ingredient labels list ingredients in descending order (most to least).

CHEESE, SALSA & PESTO

- A. Must be kept in a cooler.
- B. Cheese must be processed in a state-licensed facility.
- C. Cheese samples must be served with toothpicks. Vendors giving samples must handle them properly.
- Vendors are responsible for understanding the Health Department's definition of "handled properly".
- D. Salsa & pesto must be produced in a state-licensed kitchen.

MEAT

- A. Product must be vendor-grown and processed in a state licensed-facility.
- B. Copies of all licenses must accompany application.
- C. Copies of all licenses must be displayed at vendor stand.
- D. Product must be refrigerated at all times. <u>Electricity availability is NOT guaranteed</u> <u>you must have alternative</u> <u>ways to keep your meat at proper temperatures.</u>

SOAPS, LOTIONS, BODY CARE PRODUCTS

- A. Product must be produced by the vendor in accordance with all state and federal (FDA) guidelines.
- B. Products must be labeled with ingredients and vendor contact information.
- C. Copies of all licenses must accompany application.

<u>ART AND CRAFT MARKET ITEMS</u>. Art and craft items MAY be accepted. Please attach photos or website link to show the quality. Art and other items may be considered.

NON-LOCAL PRODUCTS – LIMITED EXCEPTIONS

Current vendors who have approved local products, may bring in additional product(s) that cannot be produced locally from farm partners. These items need to be approved by the market manager before sale and cannot be sold if a local vendor produces the same product for market. Vendors need to have a direct relationship with the production farmer, must put up signage announcing the origins of the product, and be ready to disclose this information to the market manager. Examples of products that could be allowed: blueberries, peaches, citrus fruits, olives, seafood, non-local nuts (pecans, almonds, pistachios).

APPLICATION PACKET BELOW

VENDORS MUST COMPLETE, SIGN AND RETURN THE FOLLOWING 3 PAGES WITH \$50 APPLICATION FEE, to be considered for 2023

Return: By March 30, 2023 to:	
Farmers Market Manager	
Hilldale Management Office	
726 N. Midvale Blvd Suite LL-003	
Madison, WI 53705	

2023 HILLDALE FARMERS MARKET HOLD HARMLESS FORM Representations and Agreements

The undersigned hereby represents that he/she is the Applicant or an officer or other authorized agent of the Applicant named herein and that he/she is over 18 years of age. The undersigned further acknowledges that he/she has read and is familiar with the Rules Governing the Hilldale Farmer's Market Statement of Rules. Applicant agrees by his/her signature hereto that the making of this Application and the issuance of any permit are expressly conditioned upon Applicant's acceptance and continuing compliance with said Rules. Applicant hereby releases, waives and discharges Farmers Market Manager (to be named) from any and all claims (of any type or nature), damages, costs and/or expenses (including reasonable attorneys' fees) arising from or in any way connected with this Application for, or the issuance of a Permit to be a Vendor at the Hilldale Farmers Market.

The undersigned declares, under penalties of perjury, that the factual information furnished by him/her in this Application is true, accurate and completed to the best of his/her knowledge. Applicant shall be responsible for compliance with all state and local laws, rules, regulations and ordinances governing the sale of all goods at the Hilldale Farmers Market.

Hilldale Farmers Market Reserves the right to terminate the Market Application of any or all Vendors at any time.

Dated	
Applicant Signature	
Print Applicant Name	
Address	
Phone	EMail

2023 HILLDALE FARMERS' MARKET APPLICATION

Due by March 30, 2023 – Must be completed fully & legibly

YOUR	NAME (print i	name)					
		RESS					
CITY_				ZIP CODE			
YOUR	BUSINESS E-M	1AIL ADDRESS					
YOUR	FARM OR BUS	INESS NAME:					
		SPERMIT#					
		RESS:					
YOUR	FACEBOOK PA	ιGΕ:					
		'AGE:					
LIST Y	OUR VENDING	SUBSTITUTE(s) NA					
		e number: (
		owed to sell your				ed vendors)	
LAND	YOU ARE FAR	MING - STREET AD	DRESS:		CITY:_		
ZIP CC	DE:	OWNER OF LAI	ND:				
LAND	OWNERS PHO	NE NUMBER: ()	SIZE OF (GROWING AR	EA:	
l am a	pplying for: PL	EASE MARK CHOIC	CE OF ATTENDA	NCE DATES BELC	W WITH (X)		
	<u>First Quarter</u>	Second Quarter	Third Quarter	Fourth Quarter	Full Season	Double Stall	
Begin	May 6	June 22	Aug 6	Sept 10	May 7	May 7	
End	June 17	Aug 2	Sept 16	Oct. 28	Oct. 28	Oct. 28	
Amt	\$200	\$200	\$200	\$200	\$600	\$ 1,200	
(X)							
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Daily fees: to be collected day of market by Market Manager, \$25.00 Wednesdays, \$30.00 Saturdays Adjacent to stall parking is not guaranteed for daily vendors.

Note: There is plenty of parking in an adjacent lot once you unload.

\$50 Application Fee applies to everyone.

Make checks, INCLUDING \$50 APPLICATION FEE, payable to Hilldale Shopping Center, LLC.						
PLEASE RETURN the following by Farmers Market Manager Hilldale Management Office 726 N. Midvale Blvd Suite LL-003 Madison, WI 53705						
 This contract (including ch \$50 application fee and ap absolute deadline for season fee Hold harmless form (from 4. Proofs of insurance Copy of your processing lice 	pplicable season fees (ses is April 15, 2023.) prior page)	Season fees will no	t be deposited if you	• ,		
I HAVE READ THE RULES AND AGRE AND/OR THE MARKET MANAGER. I SEASON AND THERE WILL BE NO RI ALLOW INSPECTION OF MY GROW DESIGNEE. Signed:Application Fee Must be Enclose	ALSO AGREE AND UNDI EFUNDS ISSUED ONCE T ING OR PRODUCTION FA	ERSTAND THAT MY S HE MARKET COMME ACILITIES AT ANY TIN	STALL WILL BE PRE-ASS ENCES FOR THE SEASO	SIGNED FOR THE N. I AGREE TO NAGER OR		
For office use only: Date received\$ Amount Received Check No Check all products you plan to sell at Hilldale Farmers Market Raw, unprocessed VEGETABLES (check all that apply):						
Asparagus Beans Cabbage Carrots	Beets Cauliflower Garlic Lettuce	Corn (Sweet) Gourds		Corn (Indian) Herbs (fresh cut)		
Raw, unprocessed FRUIT (check all that apply):						
Apples Apricots Currants Elderberries Strawberries Watermelo		Pears	Cherries Plums	Cranberries Raspberries		
MEAT (license required, check all that apply):						
	Goose Rabbit Venison Lamb	Duck Seafood (list)	:	Other:		

OTHER PRODUCE:				
Eggs Grains (list): 	Cut flowers Nuts (list):	Honey Animal products - other than meat and eggs (list):	Sorghum Other:	Maple Syrup
PLANTS (license required	l if a perennial):			
Bedding plants Perennials/wildlings	Herk Nurs	p plants sery stock	Houseplant Other:	
PROCESSED FOODS (lice	nse required):			
Baked Goods Pa Cheese Pe	sta Candy / Chocola sto Pickles and Reli	ate Oils V shes Soup Ja	inegars Canned ams/Jellies Other: _	Sauces
PREPARED/READY-TO-EA	AT FOODS (license requir	ed, please list):		
For Processed/Prepared Fo	ods, please provide NAME		•	
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Attach copies of required licenses to this application:

- For all processed foods, include a photocopy of licenses (bakery, food processor, or confectionary).
- All Meat Processing licenses must be included with this application.
- Organic Certification documents must be included with this application.