

MADISON

2024 HILLDALE FARMERS MARKET APPLICATION & GUIDELINES

Market Location and Time

The 2024 Hilldale Farmers Market will be held **8am-1pm** Wednesdays and Saturdays **from Saturday May 4 to Saturday October 26th, 2024.**

<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 or 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.

Other categories, not garden related will be considered on a case by case basis.

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 an application. 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 promptly of your acceptance into the market.
- 3) You will receive an acceptance letter that needs to be signed and returned with payment (check or money order) for all season fees. All vendors MUST return the signed acceptance form and pay season fees prior to their first day, or the stall will be reassigned. Accompanying the letter will be a market map with your booth location for the season.

ALL Season and quarterly fees are due prior to start date.

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 4	June 22	Aug 7	Sept 21	May 4	May 4
End	June 19	Aug 3	Sept 18	Oct. 26	Oct. 26	Oct. 26
Amt	\$200	\$200	\$200	\$200	\$600	\$1200

- Daily Assignments (to be collected daily by market manager the day of, or in advance): \$30/day
- Fees vary for non-farming categories.
- 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. Please allow one week for acceptance as a daily vendor.
 - Vendors will receive their space assignment via email informing them of acceptance into the market along with the vendor's assigned stall highlighted on a site map of the market. **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/text 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 2024 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 had accommodations made in the past.

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>REFUSE:</u> Each vendor must supply their own tent, tables, chairs, bags, <u>waste containers (for public use)</u>, and be responsible for cleaning up <u>ALL REFUSE</u> around their stall. 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 for cooking must be outside the confines of the tents per the Madison 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> you must have alternative ways to keep your meat at proper temperatures.

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 2024

Return To:

Farmers Market Manager Hilldale Management Office 726 N. Midvale Blvd Suite LL-003 Madison, WI 53705

2024 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

2024 HILLDALE FARMERS' MARKET APPLICATION

Must be completed fully & legibly

YOUR	NAME (print	name)					
PHON	E #S ()			()			
		RESS					
YOUR	BUSINESS E-M	1AIL ADDRESS					
YOUR	FARM OR BUS	SINESS NAME:					
WISC	ONSIN SELLERS	S PERMIT #					
YOUR	WEBSITE ADD	RESS:					
YOUR	FACEBOOK PA	\GE:		 		·	
YOUR	INSTAGRAM F	PAGE:					
LIST Y	OUR VENDING	SUBSTITUTE(s) NA	AME(s) HERE:				
SUBST	TITUTES PHON	E NUMBER: ()				
(Sub	stitute only all	lowed to sell your	products, no re	nting your space	to unregister	ed vendors)	
LAND	YOU ARE FARM	MING - STREET AD	DRESS:		CITY:_		
ZIP CC	DDE:	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	OW WITH (X)		
	First Quarter	Second Quarter	Third Quarter	Fourth Quarter	Full Season	Double Stall	Daily
Begin	May 4	June 22	·	·	·		
End	June 19	Aug 3	Sept 18	Oct. 26	Oct. 26	Oct. 26	
Amt	\$200	\$200	\$200	\$200	\$600	\$ 1,200	
(X)							

Daily fees: to be collected day of market by Market Manager, \$30.00 Wednesdays, \$30.00 Saturdays Adjacent to stall parking is not guaranteed for daily vendors. Please advise if you need electricity. Note: There is plenty of parking in an adjacent lot once you unload.

\$50 Application Fee applies to everyone.

Make checks, INCLUDING \$50 APPLI	CATION FEE, paya	ble to Hilldale Shopp	oing Center, LLC.			
PLEASE RETURN to: Farmers Market Manager Hilldale Management Office 726 N. Midvale Blvd Suite LL-003 Madison, WI 53705						
 This contract (including checklist list of products you will be selling from the following page) \$50 application fee and applicable season fees (Season fees will not be deposited if you are not accepted) Hold harmless form (from prior page) Proof of insurance Copy of your current processing license and/or organic certification, health permit (if applicable) 						
I HAVE READ THE RULES AND AGREE TO ABIDE BY THEM AND ANY DECISIONS MADE BY HILLDALE SHOPPING CENTER, LLC AND/OR THE MARKET MANAGER. I ALSO AGREE AND UNDERSTAND THAT MY STALL WILL BE PRE-ASSIGNED FOR THE SEASON AND THERE WILL BE NO REFUNDS ISSUED ONCE THE MARKET COMMENCES FOR THE SEASON. I AGREE TO ALLOW INSPECTION OF MY GROWING OR PRODUCTION FACILITIES AT ANY TIME BY THE MARKET MANAGER OR DESIGNEE. I AGREE TO FURNISH PROOF OF CURRENT INSURANCE AND UPDATED INSURANCE AS NEEDED.						
Signed:		Da	ate:			
Application Fee Must be Enclosed:	<mark>(\$50.00</mark>)					
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):						
AsparagusBeansBeetsCabbageCarrotsCauliflCucumbersEggplantGarlicKohlrabiLeeksLettucPeas (shell)Peas (snap/pod)PeppeRhubarbRutabagaSoybeTomatoesTurnipsWater	Gour eOkra rsPotat ans (edible)Spina	Sweet) Corn (popco ds Greens Onions (gre poes Pumpkins ch Squash (sun dd Peas or Cultivated	Herbs (fresh cut) en) Onions (regular) Radishes nmer) Squash (winter)			
Raw, unprocessed FRUIT (check all that apply):						
Currants Elderberries G		ntaloupe Cherries arsPlums				
MEAT (license required, check all that apply):						
Chicken Turkey Goose Pork Beef Venison	Rabbit D Lamb S	uck eafood (list):	Other:			

OTHER PRODUCE:				
Eggs Grains (list): 			Sorghum Other: 	Maple Syrup
PLANTS (license required	if a perennial):			
		o plants sery stock	Houseplant Other:	
PROCESSED FOODS (licer	nse required):			
Baked Goods Pas Cheese Pes	sta Candy / Chocola sto Pickles and Reli	ate Oils Vi shes Soup Ja	negars Canned ms/Jellies Other: _	Sauces
PREPARED/READY-TO-EA	T FOODS (license requir	ed, please list):		
		and ADDRESS of certified	·	

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.