

# Eastside Farmers' Market at McPike Park 2024

## APPLICATION FOR PERMISSION TO SELL

**Tuesdays 4:00pm until 7:00pm**

Fill out completely and type or print all information clearly. Please review the Eastside Farmers' Market (EFM) Policies and Procedures before completing. The EFM is an agriculturally based market focused on direct sales of food products. Applications should be **RECEIVED by Monday, March 25th, 2024** to be reviewed by the Market Board. Priority will be given to applications received by this date.

**Market dates:** end of April 2024 (exact date TBD) through end of October 2024 (exact date TBD) (28 weeks)

**Fee schedule:** Full season vendor \$425

10 week session \$200 (flexible)

Daily \$20/day (\$50 deposit)\*

\*The market allows daily vending for \$20 per day as space is available and with an application on file

**These fees are based on 10ft stalls, if you would like to have a larger tent size the cost is 1.5x the vendor fee for a 15ft stall and 2x the vendor fee for a 20ft stall** (ie. \$600 for 15ft; \$800 for 20ft) Limited extended stall space is available and is not guaranteed. Fees include space only. Vendors are responsible for tents, weights, tables, chairs, etc.

### Contact Information

Name of business:

Name of primary vendor:

Mailing address:

Phone:

E-mail:

Website:

(You will receive information via e-mail unless otherwise requested.)

**Qualified Helper(s)** A primary vendor or qualified helper must be present at each market in order to exercise permit rights. Qualified helpers must have substantial participation in the actual production of products.

Name & Relationship/role to business

1.

2.

### Type of vendor:

Full season \$425

10 week session \$200 (flexible) provide estimated dates (if possible):

Daily (\$20/day)(\$50 deposit) provide estimated dates (if possible):

**Product Information:** This information is important in planning a well-balanced market with a wide variety of items available to customers, so please be as accurate and realistic as possible. Admission to the market will be partly based on the prospective vendor providing a product compatible with the market's needs. The market board will assess compatibility with respect to existing product offerings. EFM Vendor permits are determined by the market board and final selections are based on some of the following criteria:

- 1) The products to be sold reflect the market mission and goals;
- 2) The product increases the selection and diversity products available in the market
- 3) Vendor demonstrates the ability to provide a sufficient supply of products for sale.

**Product Description:** Please attach a detailed product description or list here. Only products listed and approved will be permitted to be sold by the applicant.

**Production Information:**

1. Please briefly describe your production practices (i.e. organic, biodynamic, IPM, pasture-raised, seasonal, local, etc.)

2. Location of land/production facility:

Town or County:

Address:

3. Size of growing area (if applicable)

4. Location, size, and number of greenhouses (if applicable)

5. Name and location of processor/commercial space (if applicable)

6. Do you accept WIC or Senior Farmers' Market Nutrition vouchers? (If no, or unsure, would you like assistance with applying to accept these vouchers?)

Additional information required for artisan food products:

1. How does your product fit with the market?
2. What % of your ingredients are locally sourced?
3. List ingredients and suppliers:

**Licenses, Permits, and Permission Information**

Please list and provide copies of licenses and permits issued by regulatory agencies, as required. See Vendor Policies and Procedures for additional detail.

- Nursery: Required if you sell perennials.
- Processing: Required to process food in an inspected facility.
- Mobile Retail License: Required if you sell potentially hazardous food.
- If Certified Organic, list certifying agency and number
- For wild gathered items, identify locations where gathered and attach permission of the property owner.

### **Covenant to Hold Harmless**

The vendor, in consideration of participation in the EFM, agrees to hold the Eastside Farmers' Market Incorporated and their agents, officers, directors, and employees harmless from and against any and all claims, causes of action, demands, debts, damages, judgments, cost or expenses (including attorney fees), or other losses of any nature or kind arising from, related to, or in any manner connected with market activities.

**Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**Affidavit:** I have read the Policies and Procedures for the Eastside Farmers' Market and hereby agree to abide by them. I also acknowledge that the products I will sell must be of my own production and produced at the location described on my application. I acknowledge full responsibility for all my activities in the market (and for those assisting me) throughout the season's permit. I acknowledge the authority of the market manager and market board to immediately settle any disputes regarding product legitimacy, procedural, and vendor conduct violations. I agree to allow for inspection of my records or of the premises where the products offered for sale are produced. These inspections will be carried out by the market manager and/or representatives of the market at any time. I understand that the EFM does not carry any insurance policies to cover individual participants and that I assume responsibility for carrying such insurance.

**Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_

### **Mail completed application to:**

Eastside Farmers' Market  
PO Box 259804  
Madison, WI 53725

### **Application checklist:**

- check made out to Eastside Farmers' Market
  - \$425 full season
  - \$200 10 week session
  - \$50 deposit for daily vending
  - A different amount due to large stall size:
- copies of licenses and permits (Dairy Plant License, Temporary Food and Farmers' Market Vendors, Certificate of Insurance)
- detailed product description
- signed application section: Covenant to Hold Harmless and Affidavit

If you are not accepted into the market, your check will be returned to you within two weeks of notification. Please note that all vendor fees will be used for market operational expenses, publicity, and advertising.

**Equal Opportunity:** EFM is committed to equal opportunity in employment and vendor selection practices. Employees and vendors will not be discriminated against on the basis of race, sex, age, religious or political beliefs, national origin, sexual orientation, marital and parental status, or disability. City of Madison, Parks Department, McPike Park, The Eastside Farmers' Market is held on property owned and managed by the City of Madison Parks Department. The vendor agrees to abide by the rules and regulations without exception

set forth by the parks facilities manager and the yearly park permit. Please note, the sale of meals and general merchandise are not allowed at the market.

Questions: Contact Eastside Farmers' Market Manager at [efmmanager@gmail.com](mailto:efmmanager@gmail.com)

Board Members:

Kyle Thom, Roots Down Farm

Tim Zander, Emerald Meadows Family Farm

Kirk Smock, Origin Breads

Community Board member:

Gary Tipler

**Addendum:** Please note updates to EFM Policies. The following addresses specific product areas:

Vendors vending as Home Bakery are welcome to apply to vend at the EFM however Licensed Bakeries with similar products will be given preference. Items sold as Home Baked goods at the EFM should have a sign at the market stand stating the products are produced in a Home Bakery not subject to state inspection, additionally packaged items should be labeled;

Made in a Home Kitchen

Name and Address of baker

ingredients in descending order

The State of Wisconsin defines a home bakery as one which is selling less than \$5,000 in product per year. All home baked goods must be shelf stable; requiring no refrigeration.

Vendors wishing to vend CBD/Hemp Oil products must provide a license, Fit For Commerce Certificate, and must abide by all claim restrictions (i.e. not allowed to advertise in print or verbally that product cures X)