

Berlin Farmers & Artists Market Inc

2021 Policies and Procedures

The Berlin Farmers & Artists Market Inc exists as an opportunity to give support to local producers & artisans. The market strives to be a valuable community experience to locals & tourists. The market will start on June 1st and end on September 28th, meet on Tuesdays, 4:00-7:00 pm in Nathan Strong Park (East Side Park) in Berlin. In order to better plan the season we are asking vendors to provide the dates they plan to be in attendance. You will find spaces to mark these dates on the signature page of this document.

1. For the 2021 season, registration and approval from the Market Committee is required before a vendor will receive a spot. Copies of all licensing & required legal papers should accompany registration. Registration 24 hours prior to any market date is required unless otherwise approved. The city of Berlin reserves the right to prohibit anyone from selling at the market.
2. The Market Committee will assign vendor spots. Vendors are asked to park on side streets **ACROSS** from the park - as to leave space for customer parking. Vendors may arrive for set-up as early as 3:00 p.m., and sales may start at 4:00 p.m. (All vendors are required to be at the park & set up no later than 4:00 pm so that the market can be sustainable for the community.) Tear down should be no sooner than 7:00 pm. Vendors should consult with the Market Committee for any exceptions.
3. Vendors will bring their own tables, chairs, tents, etc. to the spots assigned. Each space is 10 feet of sidewalk “frontage” and 10 feet deep. Space dimensions must be adhered to. It is important that the market appears clean & orderly and all vendors treat customers & each other in a courteous & appropriate manner (as required by the City of Berlin). In an effort towards that end, all vendors are strongly encouraged to display items on a table covered in tablecloth or have a pop-up style tent under which they place their tables & displays.
4. Wisconsin seller’s permits are required for any vendor that has a total annual sales (in any venue) of \$1000 or more & that permit number is required on their application.
5. Produce & vegetation should be grown in WI. Approval from the Market Committee for out-of-state or wholesale produce must be obtained prior to market sales. **ALL PRODUCE AND VEGETATION VENDORS MUST HAVE A SIGN STATING WHERE FOOD IS GROWN.**
6. Artists Market - Handmade items of most kinds are allowed, as well as many repurposed or up-cycled items. A limited amount of resale items are allowed but may not exceed 25% of the booths products. All items are subject to the approval of the Market Committee & City Clerk. Vendors should provide a picture of their products for approval when registering. Direct Sales Businesses are welcome at the market but will require a separate registration/fee for the season. The Market is currently assigning Direct Sales spaces at a 3/1 ratio. For every three artisan/produce spaces we are accepting one direct sales business. We will continue to add direct sales businesses from a wait list as more artisan/produce vendors register.
7. Honey & maple syrup may be sold with the proper labeling as defined by the state regulations & must be processed by the vendor.

8. Eggs, meat, baked goods, dairy products & canned tomatoes must be processed by the vendor and must abide by all state requirements with licensing & regulations. Please review the Dept. of Ag., Trade & Consumer Protection Farm Market Handbook.

9. Canned items that are either naturally acidic or are acidified by pickling/fermenting may be sold at the market. (Examples: salsas, pickles, jellies & jams.) Proper labeling according to state regulations is required, according to the WI Pickle Bill. Labels must include, in this order: Name & address of person who did the canning, date of canning, the statement “This product was made in a private home not subject to state licensing or inspection” & all ingredients in descending order of prominence (including the common name for any ingredient that originate from milk, eggs, fish, shellfish, tree nuts, peanuts, wheat or soybeans.)

10. Prohibited items include, but are not limited to:

- * Rummage, second-hand, or flea-market-type items at the market.
- * Potentially hazardous foods as described by the state without the appropriate labeling & permits.
- * Pets or animals of any kind.

All of the prohibited items may not be displayed, bartered, or given away at the market. The City of Berlin reserves the ability to decide what is a prohibited item.

11. Licenses & Permits: It is the responsibility of the vendor to obtain & provide copies of all licenses & permits required by law for the sale of their products at the market. This is to be done with registration.

12. Weights & Measures: All produce sold in the market will be sold by legal weights & measures. Vendors are responsible for obtaining the required scale & keeping them certified for compliance annually. All vendors need to post prices and keep scales visible to customers. Please review the Dept. of Ag., Trade & Consumer Protection Farm Market Handbook.

13. Liability - All vendors and customers are responsible for their own personal and product liability. The Berlin Farmers & Artists Market, The City of Berlin and volunteer helpers assume no liability for injuries resulting from the use of the market or products sold there. Vendors will maintain their stalls in safe conditions and will indemnify and hold harmless the Berlin Farmers & Artists Market, The City of Berlin and volunteer helpers from injuries or damages, or claims of injuries or damages, sustained by any person in the vendors stall.

14. Cleanliness: All vendors are asked to help keep the market area of the park clean. It is the vendors' responsibility to leave their spot clean as they found it. Vendors are asked to **STEP AWAY FROM ALL BOOTHS FOR SMOKING BREAKS** out of respect to other vendors and their products.

15. The market will take place every Tuesday if the weather allows. If in question, feel free to check the Berlin Farmers & Artists Market Facebook page for any official cancellations. Vendors should inform the Market Committee of any dates they will be unavailable.

* Vendors are invited to 3 outside events for the 2020 season as follows:

1. The Berlin Fourth of July Celebration on July 3rd at Riverside Park, near the Berlin Veteran's Memorial. Hosted by the ABC group. The cost for participation in this event is a donation to their raffle. Please notify Michele Cassidy to verify a saved spot for your booth. Food Vendors per availability.

2. The Berlin Kiwanis Pig Roast on July 11th. Kiwanis requests a donation for their raffle. Please confirm your vendor booth with Annamae Caswell. Details will be provided once the event is closer. Food Vendors per availability.

3. The Berlin Street Cruzers annual car show is held the second Sunday in August. The cost for participation in this event is a donation to their raffle. Please contact Dan Johannes (Avon Vendor) for details and registration. Food Vendors CANNOT participate in this event due to other scheduled arrangements.

16. Violation: If a vendor is in violation of any of the policies above, they will receive a warning from the Market Committee in an effort to help them adhere to the guidelines. If the vendor continues to violate the policy, the vendor may be suspended or removed from the market. Vendors are encouraged to let the Market Committee know if violations occur. We want the market to be a positive experience for all involved & for The City of Berlin to allow the market to continue at the park & in the community for many years to come.

17. DIRECT SALES BUSINESS ABSENCE POLICY: Due to the high demand for direct sales businesses wanting access to our Market combined with our policy of one direct sales business to three craft/veggie vendors ratio, the Berlin Farmers and Artists Market will be implementing the following attendance policy for our direct sales business vendors: vendors will be allowed TWO no call/no show absences, OR THREE pre-excused absences to the market. The Market understands that we all have plans, vacations, and illness occurs, but we also know that if there are empty spaces in the market, the market suffers over all. We HIGHLY encourage you to reach out to your team members, downline or upline or even cross line team members to keep your booth space filled.

*When an absence is pre-planned, we will invite someone from the waitlist to fill your booth for the week you are absent! This will ensure that empty green space is avoided!