

Welcome to Burlington Farmers Market 2021



It is my pleasure to present the Vendor Information, Application & Market Calendar.

2020 was quite a challenge for all.

I am happy to tell you that the Burlington Market had a successful year. Even though we did not do the usual events and weekly entertainment the market grew in vendor and consumer attendance. I am grateful to each of our current vendors and look forward to meeting new vendors for 2021.

Opening Day, May 13, 2021 begins our 13<sup>th</sup> season in the same location, Wehmhoff Square.

The 2<sup>nd</sup> Thursday in May, thru the 3<sup>rd</sup> Thursday in October. Market Hours; 3-7pm. (October 3-6) we will also be looking for an indoor market location November 2020 – March 2021.

Wehmhoff Square, in the Historic District of Burlington, is home to an average of 20 vendors per week. Proudly presenting an array of farmers, processed/prepared food vendors and artisans as well as weekly entertainment in the gazebo. Family friendly events and kids activities are added throughout the market season.

The website, [www.burlingtonwifarmersmarket.com](http://www.burlingtonwifarmersmarket.com) was updated for the 2020 season. It offers a vendor spotlight page that gives consumers the ability to connect with our vendors directly, there is opportunity for consumers to order online, pickup at the market and much more. A newsletter was created that is sent weekly (in season) to over 400 addresses and growing!

Facebook postings are done regularly to engage the community. Pictures are always welcome of your farms and businesses, new offerings for the week and more. I need your help in promoting you and the market as a whole shopping experience. [https://www.facebook.com/Burlington-Farmers-Market-118492568174137/?ref=br\\_rs](https://www.facebook.com/Burlington-Farmers-Market-118492568174137/?ref=br_rs)

Here you will find all of the information needed to vend at the Burlington Market. Please read through the information. Contact me with any question.

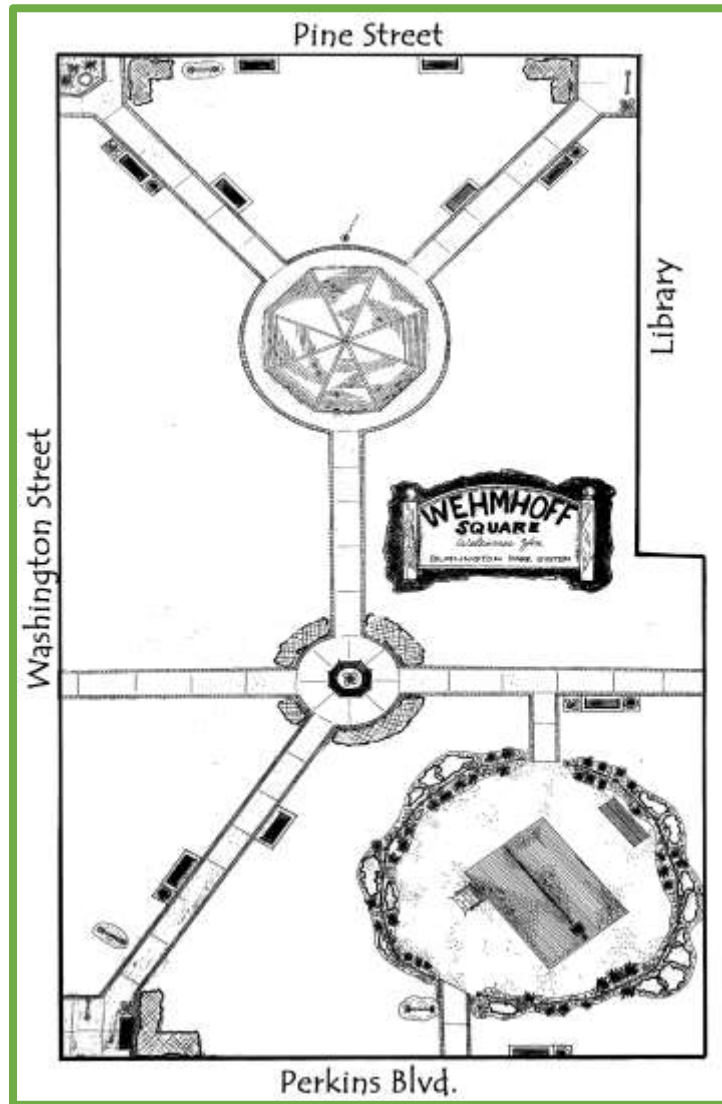
Join me for a great season.

Carol Reed, Market Manager  
262-210-6360

Burlington Farmers Market, Inc. (mailing address; P.O. Box 309, Burlington, WI 53105)  
[burlingtonmarket@yahoo.com](mailto:burlingtonmarket@yahoo.com)

City Parking  
Garage

**Wehmhoff Square - Market Home**  
**355 N Pine Street**  
**Burlington, WI 53105**



Chase Bank Parking Lot  
NO VENDOR PARKING

Vendor Parking/City  
Lots

Library Parking Lot  
NO VENDOR  
PARKING

City Parking Lot  
Vendor Parking

**All market vendors are required to park in designated areas.**

**All street parking is desingnatd for our valued customers and guest.**

## Burlington Farmers Market, Inc. – 2021

**General Guidelines – please review and keep for your records.**

### Producer Market

All products for sale must be produced by the vendor who sells them. Local is defined as within 75 miles of Burlington. Products outside of 75 miles will be reviewed. Resale, repackaging or relabeling is not permitted. The market management reserves the right to inspect farms or businesses at any time.

### Allowable Products

Fresh local fruits and vegetables, cider, herbs, honey, maple syrup, preserves, grains, artisan breads and bakery, soaps and lotions are acceptable product offerings. Eggs, meats, dairy products, prepared and processed foods must be processed, stored, displayed according to Federal, State, Racine County guidelines. Vendors will submit a product plan with their application indicating market intentions.

- **Agricultural Products**  
Fresh fruits, vegetables, flowers, herbs, bedding and potted plants, meat and eggs.  
\*Rented land addresses required.
- **Food (Prepared)**  
Prepared on-site or commercial kitchen for consumption at the market or take-out.  
\*Kitchen address required.
- **Food (Processed)**  
Bread, cheese, jams, jellies, canned or baked goods, candies, cider, snacks.  
\*Home bakers are allowed and must comply with all RCHD guidelines.  
\*Kitchen address required.
- **Perishable/Non-Edible Products**
- **Products such as handmade soaps, candles, yarn, wool and wooden products.**
- **Artisans - Artists who self-craft original art or craft which they sell. Please supply photos.**

### Food Safety

All food vendors are required to follow Federal, State, County and Local Health Department regulations, rules and licensing requirements. Vendors are responsible for compliance with all applicable city, county, state/federal regulations concerning health, licenses, packaging, labeling, taxes, weights/measures, signage, etc.

\*All processed, baked, frozen, and canned food must be prepared in licensed facilities, or comply with Pickle/ Cottage Bill. All applications will be sent to Central Racine County Health Department for review.

### Sampling; (dependent on current CDC and RCHD best practices guidelines 2021)

Vendors sampling products must receive approval from the market management and appropriate regulatory agency (see contact information below). All samples offered must meet the following criteria;

- a. Samples must be stored in rigid covered containers until serving.
- b. All samples must be pre-cut away from sales unit.
- c. All samples of processed food must be prepared in a licensed kitchen facility.
- d. Samples should be of adequate size and proportionally space to minimize customer handling.
- e. All samples must be held and dispensed under clean and sanitary conditions.
- f. Vendors offering samples must provide a waste container in a prominent area labeled for public use.

FSMA – Food Safety Modernization Act – all vendors must comply if applicable.

Go to: [www.fda.gov](http://www.fda.gov) for requirements.

Racine County Licensing Contact;

Jennifer Loizzo, RS, Registered Sanitarian

Central Racine County Health Department

Office, 262-898-4467, FAX 262-898-4490

[jloizzo@crchd.com](mailto:jloizzo@crchd.com)

### Applications, Market Calendars and Fees;

Producers/vendors; All applications will be reviewed for final selection. Submission of application, calendars and product offering forms are required in written form and received by deadline dates to be reviewed and scheduled by market management. Submission does not guarantee acceptance. No refunds once accepted by market management. Discounts only apply if paid in full by due dates. The market does not offer exclusivity to any product type or business. Fees are to be paid in full before market start in May.

### Vendor Behavior

Vendors and their employees are expected to conduct themselves in a respectful, and courteous manner. Vendors will be informed of behavior that does not represent the markets goals and values. Vendors are encouraged to promote the market as a whole by word of mouth, share Facebook and/or website postings.

### Booth Space

- Booth space is 10 by 10. Vendors may purchase multiple spaces. Space is assigned by the market management. Efforts will be made to maintain same booth space week to week. (not guaranteed) Limited power is available in designated areas. Booth sharing is not allowed, or sale/resale of product of non-market vendors.
- Tents must be staked or securely weighted with proper weights in all 4 corners at all times, not obstructing other vendors or market attendees.

### Booth Set up & Take Down

- There is not any street vendor booth parking for 2021.
- Market grounds open at 1pm. Setup should be completed by 2:45, ready for sales at 3pm, market opening, signaled by the ringing of a bell. No sales before 3pm.
- Vendors can park curbside to unload their set up equipment, products and supplies. Vehicles must be moved to designated vendor parking areas before market start. During market hours, vendors parking areas are in the municipal lots off of Washington Street, the city parking garage or the overflow Library parking lot accessed from Chandler Blvd. (*Chase Bank and the Library lots are prohibited.*) Perkins Blvd., Pine & Washington Streets should be left for consumer parking.
- Take down – will be signaled by the ringing of a bell. Vendor vehicles are not allowed curbside before market close at 7pm.

### Signage

All vendors are requested to display signage with business name/contact information and product pricing as well as any certifications.

### Notification of Absence

Contact Carol Reed at; 262-210-6360 call, text, or email [burlingtonmarket@yahoo.com](mailto:burlingtonmarket@yahoo.com) before 4pm on Tuesday prior to the scheduled market if you are unable to attend. There are no refunds due to cancellation or non-attendance of scheduled markets. Contact ASAP for emergencies.

## Weather

The market operates in all weather conditions, rain or shine, in the event of severe weather the manager will close the market to ensure the safety of all. This will be signaled by the ringing of a bell.

## Consumer Services at the Market

Credit/Debit Cards are accepted at the market tent for the purchase of;

- **Market Money Tokens** - plastic tokens are in \$1 & \$5 increments, and can be used to purchase any item sold at the market. Vendors are required to accept these tokens. Change can be given, suggested to give change in market money tokens. (Purchase from market manager – keep separate from weekly tokens accepted)
- **Food Share, EBT** (Electronic Bank Transfer-Quest Card) only USDA approved items may be purchased with EBT tokens. Wooden tokens are in \$1 increments. Vendors accepting food share must have approved items. Change may NOT be given.
- Return all accepted tokens to the market tent at the close of each market.
- In 2021 all payments will be sent directly to your preferred listed address.

## WIC Certified Market

The market is WIC certified. Vendors need to be certified to accept WIC vouchers.

- Contact; [Judy.Allen@dhs.wisconsin.gov](mailto:Judy.Allen@dhs.wisconsin.gov) or 608-261-8867 for certification information.
- **DO NOT ACCEPT WIC CHECKS IF YOU ARE NOT CERTIFIED.**

## Events

Many events are planned throughout the market season, designed to bring more foot traffic to the market. The events bring new visitors/consumers to the market, this is your opportunity to educate and inform them of what you have to offer. There are several not for profit agencies that spend time at the market to promote their causes. Each of these bring a new audience to the market.

## Fundraising and Sponsorship

The market is dedicated to our local farmers, producer vendors and artisans. Promoting all of Burlington as a whole is another added plus. The goal is to keep vendor fees lower so each of you can take more of money home with you to support your farm, family and business. When we can raise funds by other means than vendor fees, it is a win-win for all.

With that goal in mind we work on recruiting sponsors and holding special events that help to support the advertising and promotion of the market. We have incorporated a sponsorship package for local business to attend and support the market.

All of these fundraising events need vision and imagination to plan. Money, time and effort are also need to pull them off. When market vendors buy in to support these events and fundraisers with your support, promotion and attendance it only makes the market more sustainable! It is a great way to promote and celebrate all things local!

## Market Calendar -Vendor Application – 2021

Business Name: \_\_\_\_\_ Owner Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/St/Zip: \_\_\_\_\_

Phone #: \_\_\_\_\_ Cell #: \_\_\_\_\_

Email; \_\_\_\_\_ Rented Land Address; \_\_\_\_\_

Name/address checks payable to if different from above; \_\_\_\_\_

Please indicate all dates you will attend the market.

May		13	20	27	
June	3	10	17	24	
July	1	8	15	22	29
August	5	12	19	26	
September	2	9	16	23	30
October	7	14	21		

W.I.C. Certified? If so, certification # \_\_\_\_\_

### Fee Schedule

<b>Full Season – New and Returning Vendors May 13 – October 21, 2021</b>	<b>\$300.00</b>	
<b>Full season, payment in full received before 12/31/2021</b>	<b>\$275.00</b>	
<b>Full season late fee (returning vendors) if returned after 4/1/2021</b>	<b>Add \$50.00</b>	
<b>Daily Fee</b>	<b>\$25.00</b>	
<b>Total Paid</b>		

Electric power needed (vendors must supply extension cords and tape if over sidewalks)

**Product offering form – 2021**

**\*Product offerings – return this form with your application and market calendar.  
Attach separate sheet if needed.**

Cheese/dairy	Produce	Meat	Certified Organic/Naturally Grown <b>*Include certification</b>

**\*Required**

<b>*Baked Goods</b>	<b>Raw Foods</b>	<b>*Prepared Foods</b>	<b>Perishable non-edible</b>

**\*Required**

**Prepared food and baked goods kitchen address;  
Certified Kitchen Address/contact;**

\_\_\_\_\_

**Home Bakers kitchen address;**

\_\_\_\_\_

**Vendors; please tell us a little about you and your business/products that we can share with guest of the market. (Attach a separate sheet if needed)**

\_\_\_\_\_

\_\_\_\_\_

**Artisans; please list your offerings, include pictures, website or Facebook page that samples of your work can be viewed.**

\_\_\_\_\_

\_\_\_\_\_

**Website or Facebook:**

\_\_\_\_\_

**Insurance;**

Vendors are required and responsible for their own personal liability and product liability insurance. Naming Burlington Farmers Market, Inc. as additional insured. Current proof of insurance must be provided with your application.

**Hold Harmless Agreement**

In consideration for being permitted to participate in the Burlington Farmers Market. I agree to comply with the market guidelines, a copy of which I hereby acknowledge receipt. I also agree to hold harmless the City of Burlington, its officers, employees and agents, and the Burlington Farmers Market Management, Board of Directors, employees and volunteers from any and all liability for property damage or personal injury that may occur from any cause whatsoever including negligence as a result of my participation in the market.

The Burlington Farmers Market has my permission to publish, electronically or via print media, any photos taken at the market, for the purpose of promoting the market.

I have read and agree to abide with the Vendor Guidelines presented;

Date \_\_\_\_\_ Name \_\_\_\_\_

Please submit 2021 Fillable Application and Fillable Form 240-S to: [burlingtonmarket@yahoo.com](mailto:burlingtonmarket@yahoo.com)

Please submit Insurance Certificate, scan and email to; [burlingtonmarket@yahoo.com](mailto:burlingtonmarket@yahoo.com)

Or mail with payment to:

Burlington Farmers Market, Inc.  
P.O. Box 309  
Burlington, WI 53105