

Dear Farmer or Artisan,

The Plover Farmers' and Artisans' Market advisory committee invites you to be a vendor at this year's market.

We are excited about the potential of this new market and need you to make it a success. We recognize that it will take time to build this market, but the more vendors that are involved, the more customers we'll be able to attract, and the quicker the market will grow. We hope that you will consider joining us at this year's market.

The market will be located in the Village Park Development (on County Road B just west of the interstate) at the canopied walkway. The market will be held Wednesday evenings (3:00 – 7:00 pm) and Saturdays (7:00 am – 1:00 pm). You can vend at either or both times.

The guidelines for the market are attached to this letter. Please read these materials carefully as they contain important information about the market. If you agree to these guidelines and would like to be a vendor at this market, please complete and submit the enclosed application.

We are planning to begin the market on Saturday, July 19th, but we need sufficient vendor participation to make it happen. So, please return your application in soon.

A couple important notes about the Plover Farmers' and Artisans' Market:

- The market is free to vendors this year
- The market is overseen by an advisory board of farmers, artisans, community representatives, and local business owners
- Events and demonstrations will be held at the market to attract additional customers
- We want to make this an exceptional market for vendors and customers

We hope that you join us in vending at the Plover Market. We look forward to working with you.

If you have any questions, you can direct them to Ernie Neuenfeldt at 343-8398.

Sincerely,

The Plover Farmers' and Artisans' Market Advisory Committee

Patti and Steve Emons (farmer), Bobby Gifford (farmer), Guy Janssen (business owner), Nhia and Tang Moua (farmer), Ernie and Anna Neuenfeldt (business owner), Sara and Larry Raikowski (farmer), Kevin Rouby (owner representative), Jeremy Solin (Farmshed), Julie Waters (artisan)

Plover Farmers' and Artisans' Market

Market Guidelines

The Plover Farmers' and Artisans' Market serves as location for vendors to sell and the public to acquire locally grown and produced goods with the goals to enhance community through building relationships between producers and users/consumers, to support local economic activity, and to improve the social and environmental impacts of growing and producing these goods.

Market management

The market is located on the site owned and provided by Lokre Development. Therefore, they have ultimate oversight of the market. However, Lokre has agreed to allow an advisory committee made up of market vendors, businesses located in the development, a Lokre representative, and community members to oversee and manage the market. A market manager will be responsible for each market. The market manager will rotate among vendors on a pre-assigned, but voluntary basis.

Vendors participating in the Plover Farmers' and Artisans' Market agree to hold the market representatives, advisory committee, Village Park Development LLC and their representatives, employees, and members, the Village of Plover, and Central Rivers Farmshed 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, relating to, or in any manner connected with market activities.

Sale day(s) and times

The market will be held Wednesdays from 3:00 – 7:00 pm and Saturdays from 7:00 am – 1:00 pm.

The market will begin officially on July 19th pending sufficient vendor response.

Vendor requirements

- All vendors must complete an application form and submit it to the advisory committee for approval prior to selling at the market. The advisory committee reserves the right to refuse participation in the market to vendors that do not meet the market guidelines.
- Vendors must abide by all laws and regulations of Wisconsin, Portage County, and the Village of Plover; obtain all necessary licenses and/or permits required by the state, county or village; and be familiar with all laws and regulations regarding products being sold.

Products that may be sold:

- Producers may sell farm and food products that they have grown. Reselling of another farm's products is strictly prohibited.
- Processed foods can be sold and must meet all applicable government regulations. The main ingredients in the processed foods must be grown by the vendor.
- Freshly baked goods made from scratch and using seasonal ingredients from the area can be sold (flour, sugar, and spices from outside the area are allowed).
- Artisan products may be sold. All artisan products must be made by the vendor.
- Photography and artwork done by the vendor can be sold at the market.
- Vendors may sell wild gathered foods and crafts that they have collected.
- Vendors may sell coffee that is roasted by the vendor.
- Vendors may sell chocolate that is processed by the vendor.
- Prepared food for immediate consumption may be sold (vendor must obtain appropriate licenses and meet codes). Primary ingredients of the prepared food must meet the market guidelines and can be grown by the vendor or be obtained from another market vendor.
- Production and processing proof must be provided to the advisory committee at request.
- Exceptions for other products not grown locally can be made by the advisory committee.

Other guidelines applying to vendors:

- Vendors may secure an agent or employee to sell goods.
- Vendors must display a sign that indicates their business/farm name and location.
- Non-profit and educational organizations and agencies may display and sell educational material and merchandise that are not in competition with vendors or businesses located in the development.

Prohibited products and activities

- Use and possession of alcohol, banned drugs, and firearms at the market is prohibited.
- Tobacco use is not permitted in the vendor spaces.

Personal Conduct and Clean-up

- All vendors must be courteous to each other and customers at all times.
- Vendors are responsible for clean-up of debris prior to leaving the market each day.
- Complaints should be directed to the advisory committee.

Vendor spaces

- Following application, spaces will be assigned by drawing to vendors prior to the start of the market season. The space is assigned to a vendor for the entire season. The advisory committee reserves the right to change spaces upon request or need.
- Set up can begin no earlier than 1 hour previous to the start of market.
- The number of spaces per vendor will depend on the number of vendors participating.

Fees

- Stalls for the 2008 season will be provided for free

**Plover Farmers' and Artisans' Market
Village Park at Plover
2008 Season**

In Consideration Thereof, Vendor Agrees:

1. to terms of the attached guidelines;
2. to Hold Harmless the Village of Plover, Village Park Development LLC, Lokre Development Company, Inland, Central Rivers Farmshed and Riiser Energy; their principals, employees and agents from any and all Claims arising out of my activities or products;
3. to be solely responsible for my property while located on the market premises and for any and all Claims arising as a result of my negligence.

Name _____

Business Name _____

Address _____

Phone _____

Email _____

Address where product is produced _____

I will require electricity Yes No

Wisconsin Seller's Permit Number (required for some vendors, check with Wis. Dept. of Revenue) _____

Products Sold _____

I am available to assist with set-up of the market on the following dates _____

I will vend Wednesdays Saturdays Both

Signature _____ Date _____

**Please return signed form to: Plover Farmers' and Artisans' Market,
c/o Beyond Ordinary, 3044 Village Park Drive, Plover, WI 54467**