

The Richland Area Farmer's Market welcomes all local growers of farm, garden and orchard produce to participate in this market. We feel the benefits of bringing together farm and garden producers and consumers will provide an excellent opportunity to expand farm markets by providing a market outlet for farm fresh produce.

Market Procedure

The Richland Area Farmer's Market is on Saturdays from 7:00 a.m. until 1 pm and Wednesdays from 3:00 p.m.—5:30 pm. Market fees are for each stall. One group or farm per stall. The season fee is \$50 per stall for Saturdays and \$35 per stall for Wednesdays. We are also offering the option of doing a segment season for \$40. The Segment 1 would be from May 1—July 17. The Segment 2 would be from July 21—October 9. The segment option is available for Saturday markets only.

If a vendor is interested in coming to a market and try it before deciding to pay for the season, the charge is \$10 which will be applied to the season fee if the vendor chooses to come again. However, aside from this situation, there will be no daily rates, only season rates.

Please pay fees to Market Manager when returning the attached application or you can pay the fees to the Market Manager when you first attend the market. However, you will not be listed as a vendor on the website until you have paid your season dues.

- Season vendors will be listed on our website, have their products mentioned in our ads and all other advantages of the advertising.
- Each vendor must provide containers and standard method of measurement used in determining price.
- It is recommended that vendors provide sun shade to keep products at peak. Vendors may use tailgates on station wagons, pick-up trucks, or tables.
- All items are assumed to be homegrown. Items purchased and being resold, must be labeled as such and approved by manager.
- All items to be sold at the Richland Area Farmer's Market will be sold by legal weight or measure in Wisconsin. Any scales being used and items sold will be subject to the Wisconsin Department of Agriculture's inspection.
- It will be the responsibility of the vendor to provide a high quality product and full measure. Low grade produce will harm future sales and lower prices.
- It will be the responsibility of the vendor to include proper labeling, weights, measures and licenses where needed for each item sold. The Richland Area Farmers' Market will not be responsible for any produce sold or for any accident that may occur.
- The Market manager and/or committees may ask the vendors of known inferior merchandise to leave the market.
- Vendors may arrive early to set-up. You may claim your spot prior to 7 am on Saturday and 2:30 pm on Wednesday. However, set-up and selling of products may not begin until these times. This will be enforced.
- There are no reserved stalls. The first arriving vendor takes the corner stall and

- each is filled in by the next arrival.
- Vendors must keep the area clean of all types of refuse and clean up after each day's sales.
- Please encourage customers to park in the courthouse parking lot.
- Unsold produce may be donated to the local food pantry or Passages.
- The Market managers' decision is final.

Products Allowed

The following list is a guideline of what products may be sold. If you have something that you wish to sell and it is not listed here, contact the market manager BEFORE bringing it to market to sell.

- All fresh fruit and vegetables
- Flowers - fresh cut and dried
- Berries, rhubarb
- Homemade soaps
- Labeled maple syrup, sorghum, honey or apple cider
- House and garden plants, flowers and bulbs
- Nuts, cracked or in the shell
- Herbs and mushrooms
- Jellies and jams
- Home baked items from licensed establishments only
- Meats & dairy products from licensed establishment only
- Eggs
- Homemade art, craft, woodworking items
- Other items approved by Market Manager

Vendor Application

Please return enclosed form with appropriate fees (make checks to: Richland Area Farmer's Market) to:
Jennifer Havlik * 12664 Hwy I * Viola, WI * 54664

Name _____

Business Name _____

Address _____

Phone _____ Cell _____ Email _____

Would you like to be listed on the website and other media? _____ yes _____ no

Markets attending: _____ Saturday (\$50) _____ Wednesday (\$35) _____ Segment 1 (\$40) _____ Segment 2 (\$40)

Products offered:

Advertising

The Richland Area Farmer's Market is working hard to help you sell your farm fresh products. The following is a list of ideas that we are planning for the 2010 season.

- The RAFM has a website www.richlandareafarmersmarket.com. Customers can find a list of vendors, what's in season, market hours and locations, maps, recipes, contact information and sign-up for our weekly e-mail newsletter.
- We are on Facebook.
- WRCO—we are planning spot ads on the local radio station in Richland Center.
- Flyers—we will have flyers with information about the market available at the library, Richland Area Chamber, and also hung up at various businesses.
- Weekly recipes— We are planning on having weekly recipes featuring the products that are in season and available at the market.
- Coffee for the early morning risers.
- Children activities to give the kids something to do while their parents shop.
- Signs on market days to guide people from the main highways to our market.
- Richland Area Chamber Member—we are a member and are listed on their website.
- We are planning on doing some newspaper ads to promote the market.
- Artists and crafters on the first Saturday of the month.

Richland Area Farmer's Market
Melissa Sprecher
31551 County JJ
Lone Rock, WI 53556



Wednesdays
3 pm to 5:30 pm
Krouskop Park
Highways 14 and 80

Saturdays
7:00 am to 1 pm
Richland County Courthouse
(Corner of Seminary and Central)

Contact Information

For more information on the Richland Area Farmer's Market, contact the Market Managers:

Jennifer Havlik
12664 Hwy I
Viola, WI 54664
608-604-6068

Melissa Sprecher
31551 County JJ
Lone Rock, WI 53556
608-583-7212
centuryoaksfarm@wildblue.net

Or visit our website at:
www.richlandareafarmersmarket.com

Season

- The 2010 season will begin on Saturday, May 1 and will run through Saturday, October 9.
- Saturday markets begin at 7:00 am and run until 1 pm and are by the Richland County Courthouse on the corner of Seminary and Central.
- Wednesday markets run from 3 pm to 5:30 pm and are at Krouskop Park on Highways 14 and 80.
- Markets run rain or shine.