

Janesville Farmers Market
Saturdays, 8:00 AM to 1:00 PM, May through October
Located at Town Square in Downtown Janesville



updated on 5/9/2022

2022 JFM Policies, Procedures and Rules

Mission Statement

The Janesville Farmers Market is dedicated to providing the community a sustainable outlet to obtain fresh, locally grown food, agricultural products and quality handcrafted items, as well as educational opportunities, while promoting a vibrant, healthy and broad-based community activity in the heart of downtown Janesville.

Goals of the Janesville Farmers Market

- To enhance the image of downtown Janesville by providing a vibrant, healthy and broad-based community activity in the heart of downtown.
- To draw attention to downtown retail and recreational opportunities.
- To foster positive social interaction between a cross-section of farmers, the arts community, not-for-profit community groups, community members and visitors.
- To promote a healthy lifestyle by making available a wide variety of quality, fresh produce and farm products.
- To provide an educational forum for consumers to learn the uses and benefits of high-quality, locally grown produce and other agricultural products.
- To present consumers and local farmers an opportunity to interact directly with one another.
- To preserve Wisconsin's unique agricultural heritage and the historical role farmers' markets have played in that heritage.

Vendor Eligibility

- All individuals and organizations whose goods are in compliance with Market rules and guidelines and wish to participate at the Market, must complete the appropriate paperwork and submit all necessary local, state and federal regulatory documentation to be a vendor.
- A vendor will not be allowed to vend at Market without submitting a completed Vendor Application. Once the Market Manager receives all necessary documentation, he/she will process your application and call or send an email confirming your completed application.
- The JFM strives to keep the market at a majority balance of farm/food vendors. **Exceptions to this rule are made at the discretion of the Market Manager.**

Products

- We are a producer-focused market. Permission may be granted to current seasonal vendors for a limited amount of products from other farms. These “supplemental products” must be Wisconsin grown, less than 35% of a vendor's sales and contribute something that is needed to our market. Please complete a separate application for each supplemental product you wish to sell at the market.
- All artisan products must be vendor-produced.
- All authors must have authored the books being sold.
- Products from all of Wisconsin and 100 miles outside of Janesville, WI will be considered, based on market need. Preference will be given to Wisconsin vendors.
- Canned fruits and vegetables are allowed at the market. (vendor-produced in a licensed commercial kitchen or following the pickle bill)
- All prepared foods must be produced from small, local businesses. Prepared foods must come from a licensed commercial kitchen, follow the *WI Cottage Foods guidelines, or be prepared on-site through a temporary food establishment permit.
- Any baked goods not made in a commercial kitchen must follow the WI Cottage Foods, guidelines.

*WI Cottage Food

-Vendor must follow the best practices listed on the below website.

-Labeling is required and must follow the current pickle bill labeling requirements.

- 1) The statement that “This product was made in a private home not subject to state licensing or inspection.”
- 2) A list of ingredients in descending order of prominence, including any allergens. The eight most common allergens are milk, eggs, fish, crustacean shellfish, tree nuts, wheat, peanuts, or soybeans.
- 3) The date the baked good was made.
- 4) Your name/business name and contact information.

-A full list of products must also be attached to this application, this list will be shared with the Rock County Health Department for review.

-Product Liability Insurance is required of all vendors following WI Cottage Foods. A copy of your policy must be attached to your application.

-JFM reserves the right to add additional requirements at any time.

-Potentially Hazardous Foods are not allowed from home bakers.

<https://www.wisconsincottagefood.com/bestpractices>

Exceptions to these rules are made at the discretion of the Market Manager.

Non-Profit Groups will be allowed to vend up to 2 times per season unless otherwise approved by the market manager. The Janesville Farmers Market does not impose any theological or political value system on those attending the market. The market will not allow for the promotion of a specific political party or candidate, the market will allow for church groups to attend but only to promote a specific church event/ activity. No promotion of religion will be allowed.

Any business that does not meet our vendor rules is allowed to attend up to 2 times per season to host a kids activity for the market. Dates must be pre scheduled with the market manager. They will be allowed to set up a promotion booth next to their activity. They will not be allowed to sell any items at this booth. Any corporate restaurants wishing to attend will be allowed to host a kids activity but not give out or sell any samples of food items.

Vendor Stalls

- Vendor Stalls are 10 feet X 10 feet. Parking will be in a nearby lot.
- If you'd like parking behind your booth. Parking fees are as follows: Seasonal \$50 per stall, Partial Season \$20 per stall, Daily \$5 per stall

- Stall fees may be paid by mailing a check to: Janesville Farmers Market PO Box 8252 Janesville, WI 53547. You may also request an invoice to pay via credit card.

Market Day Policies

Times

- Market sales hours are Saturdays, May through October, from 8 am to 1 pm.
- Vendors must be set up by **7:45 am** and remain set up until **1 pm**.
- **There will be no motorized vehicles allowed within the market grounds between 7:45am and 1pm. Exceptions to this rule will be made at the discretion of the Market Manager and with escort.**
- Vendors who have sold out may leave early if doing so will not require the operation of motorized vehicles within the market or compromise the safety of vendors and customers.
- **Attendance: Anyone not able to attend the market must notify the market manager by 6am on the morning of the market.** If this notice is not made, you will be charged a \$5 no show fee the 1st time, the second time you will be charged \$10 and the third time you will be charged \$25 as well as put on a suspension pending board evaluation.
- **Daily Stallholders:** Vendors must provide at least 24 hours notice to the Market Manager of their intent to participate at Market on a specific date. At the time of notification, vendors will also inform the Market Manager of the products they intend to sell.
- **Sales Practices:** Vendors must follow all appropriate practices required by law including the use of scales certified for legal trade, proper handling of potentially hazardous foods, certification for products advertised as organic, etc. *Enforcement of these practices is left to the proper local, state and federal agencies.*
- **Display:** Except for nuts in the shell and whole, raw fruits and vegetables that are intended for hulling, peeling, or washing by the consumer before consumption, food on display shall be protected from contamination by the use of packaging; counter, service line, or salad bar food guards; display cases; or other effective means.
- **Tents:** Shade tents must be weighted properly. Janesville Farmers Market is not responsible for losses or damages caused by tents.
- **Insurance:** The Janesville Farmers Market does not carry liability insurance for vendors. Vendors of potentially hazardous products must carry insurance. Product Liability Insurance is required of all vendors following WI Cottage Foods. Insurance is **recommended** for all vendors.
- **Garbage:** Vendors are responsible for proper disposal of all refuse. You must leave the street clean and free of debris, including plant matter and food waste. Garbage and recycling bins are provided for customer use. Large amounts of food waste, cardboard boxes, etc. must be carried off-site.
- **Behavior:** Vendors are expected to conduct themselves in a courteous manner to other vendors, Market personnel, volunteers and Market patrons. Threatening, abusive or harassing behavior constitutes a violation of the Janesville Farmers Market rules and is grounds for dismissal from the Market.
- **Smoking: Smoking is not permitted anywhere in the vendor areas of the market.**
- **Noise:** Loud or disturbing noises should be kept to a minimum in the Market area. Vendors should not play music at a sound level which disturbs other vendors or Market patrons. The operation of motors or engines is generally not permitted.

Inclement Weather/Market Closing

- Inclement Weather/ Market Closing: The market is open rain or shine. In the case of severe weather, the Market Manager, along with other board members who are at the market, will make the determination regarding closing the entire market early.

Disciplinary Action

The Market Manager uses his/ her reasonable discretion regarding the enforcement of Market rules. The Market Manager has the right to dismiss any vendor from the Market for any violation of rules set forth in this document and/ or any violation of a regulatory code or law. Any vendor dismissed from the Market surrenders any stall fees paid. Vendors and customers who witness a violation of market rules are encouraged to submit a Grievance Form within eight (8) days of the violation. The Market Manager will follow up on grievances within two weeks with a written response to all concerned persons. If a violation is found, the Market Manager will issue a written warning to the vendor who committed the violation. If the situation continues the following week, the Market Manager will dismiss the vendor from the market.