

GERMANTOWN FARMERS MARKET POLICIES

Purpose:

To provide fresh, local, wholesome goods directly from farmers to residents.

The Farmers Market Location, Times, & Dates:

The Germantown Farmer's Market is located just off Mequon Road. ***The exact location is in the Germantown Village Hall Parking Lot just west of the Mequon Road & Western Avenue intersection, and adjacent to the Village Library (N112 W17001 Mequon Road).*** The 2018 Farmer's Market will be open to the public from 8:00 a.m. - 12:00 Noon, beginning Saturday, May 5 – Saturday, October 27, 2018.

Registration Fees:

The annual fee is \$40/per vendor.

Permit Sign:

Vendors are required to display a permit number to sell products at the Germantown Farmer's Market. In the past unpaid vendors were selling products at the market. Customers trust that vendors are selling products that have been grown or produced by the vendor and the vendors are not in violation of local and state laws. The point of a farmers market is that customers know where they are purchasing products from and those vendors are following the rules. To continue to have our farmers market prosper, it is crucial that consumers have confidence that vendors are in compliance with local and state laws and producing what they sell. All vendors are now required to display the enclosed permit while attending the farmer's market.

Stalls & Spaces:

The market stall size is one parking stall (approx. 10' x 18'). The market does not provide water or electricity to vendors. Vendors are required to bring their own tables, canopies or umbrellas. Set-ups must be wind proof, to protect from blow-over's on a windy day. All vendors who wish to erect canopies or umbrellas are required to have the canopy or umbrella safely weighted with not less than 20lbs from the time it is put up until it is taken down. There are no assigned spaces for vendors.

Vendor Parking:

Vendor parking will be available to the east of the market selling area (east side of Village Hall, as well as south of Village Hall in the back parking lot).

Set-up & Takedown:

Vendors can start setting up their booths at 7:00 a.m. Vendors are required to be on site no later than 7:30 a.m. in order to participate in that day's market. Vendors are required to stay for the entire market day (8:00 a.m. – 12:00 Noon), unless all goods are sold or the weather turns

especially bad. Vendors are responsible for taking down their set-up, disposing of garbage and leaving spots trash-free.

Restrooms:

Restrooms are available in the lobby of the Village Library.

Signed Agreement:

The signed form entitled "2018 Vendor Application" must be returned with full payment on or before Friday, April 27, 2018.

Local Produce and Farm Products:

All local produce and farm products sold at the market must be 100% grown, produced, or collected locally. The following local produce and farm products may be sold at the market: vegetables, fruits, berries, herbs, nuts, flowers, plants and other agricultural or horticultural products including, cheeses, seafood, poultry and meats. The market is not an outlet for the resale of wholesale products. All vendors of local produce and farm products must comply with all relevant federal, state, county and local health regulations and licensing guidelines.

Wisconsin WIC Farmers Market Nutrition Program (FMNP):

The goal of the WIC (Seniors, Women, Infants & Children) program is to increase the consumption of fresh fruits and vegetables grown in Wisconsin for WIC participants and improve the awareness and utilization of farmers markets. If you would like to sign up to sell to WIC participants, contact the Washington County Health Department. For more information on this program please contact the Park and Recreation Department.

Permits and License:

It is the responsibility of the vendor to apply and pay for all licenses and/or permits required by the State of Wisconsin (Chapter 7 of the Wisconsin Administrative Code), Washington County or the Village of Germantown.

License Requirements:

- 1) Processors of food sold at the market are required to be licensed as a Retail Food Establishment – Processing, or hold a license from the Department of Agriculture, Trade and Consumer Protection which allows processing of food.
- 2) Sellers of potentially hazardous food at the market are required to be licensed as a Retail Food Establishment – no processing, except when the seller of the food is the processor and is licensed at another location.
- 3) Seller of eggs, dressed poultry, meats and rabbits at the Farmers Market are required to be licensed.
- 4) Processed foods must originate from a licensed establishment.
- 5) Sellers of fresh fruits and vegetables are not required to have a retail food establishment.
- 6) Honey, sorghum and maple syrup are not required to have a retail food permit.
- 7) Any vendor needing a retail food establishment license should contact the Washington County Health Department at (262) 334-4462.

- 8) All licenses and/or permits shall be readily available on-site. (The Washington Co. Health Dept. will make random checks).

Definitions:

- 1) **Processing:** the manufacture or preparation of food for sale through the process of canning, extracting, fermenting, distilling, pickling, freezing, baking, drying, smoking, grinding, cutting, mixing, coating, stuffing, packing, bottling or packaging; or through any other treatment or preservation process.
- 2) **Potentially Hazardous Food:** any food which consists wholly or in part of milk, milk products, eggs, meat, poultry, fish, shellfish, edible crustaceans or any other food or ingredients that are natural or synthetic and requires temperature control and which is capable of supporting rapid and progressive growth of pathogenic, infectious or toxicogenic microorganisms.
- 3) **Safe Temperatures:** as applied to any potentially hazardous refrigerated foods, means temperatures at 41 degrees Fahrenheit or below at all times (transportation to and while being stored, displayed or offered for sale).
- 4) **Licensed Establishment:** an establishment, inspected and licensed by the Wisconsin Department of Agriculture, Trade and Consumer Protection or an Agent municipality, where food processing is conducted.

General Requirements:

- 1) All produce shall be sold by weight, measure or count in accordance with state weights and measures laws.
- 2) Certified scales – per Washington Co. Health Dept.
- 3) Food Handling: All foods, including fresh fruits and produce, shall be stored in way that protects it from contamination, such as in clean baskets, a cleaned bed of a truck or on an impervious material placed on the ground. Utensils, scales and any other equipment used to store or display shall be in good condition and kept clean.
- 4) Sampling of raw agricultural products is permitted only if processing (cutting, etc.) is not required in order to be tasted (whole bean, cherry, pea pod etc.)
- 5) Sampling of processed food products is only permitted at a licensed establishment and the product is individually served by the vendor.
- 6) Prepackaged foods must be properly labeled as required by Wisconsin Food Law, Chapter 97. Labels require a minimum of the following information:
 - a) The statement of product identity.
 - b) An accurate statement of the quantity of contents in terms of weight, measure or numerical count.
 - c) Name and address of the manufacturer, packer, or distributor including the zip code.
 - d) The list of ingredients in order of descending predominance, if the item is a food made of two (2) or more ingredients.
- 7) All prospective vendors will be reviewed by the Germantown Park & Recreation Department.
- 8) NO rummage or resale items will be allowed.
- 9) Vendors selling items subject to sales tax are responsible for the collection of the tax and the reporting to the State.

- 10) No live animals are permitted to be sold or given away.
- 11) No pets are allowed on the premises.
- 12) Smoking is discouraged in the vendor/customer area.

Processed and/or Potentially Hazardous Foods Requirements:

- 1) Wisconsin Food Law, Chapter 97, requires food to be produced, processed and held under sanitary conditions. Facilities and equipment used for the sale of food at the Farmers Market do not need to be elaborate, but must be suitable for the type of product sold.
- 2) All processed foods and bakery items must be processed in, or by, a licensed establishment.
- 3) Meats must be processed, packaged and labeled in a licensed establishment.
- 4) Poultry producers may sell directly to the consumers at the Farmers Market. The poultry is required to be individually tagged to identify the name and address of the producer. If not inspected by the producer the poultry must be prominently marked "not inspected".
- 5) Egg producers may sell eggs directly to the consumers at the Farmers Market. If packed in used cartons, all distributor label information (name, address or to the processor distributor grade and/or size, USDA shields, etc.) is to be removed. Cartons must be clean and labeled with correct information.
- 6) Cheese must be processed, packaged and labeled in a licensed establishment. Cutting and wrapping of cheese is not allowed at the Market.
- 7) Meats, poultry, eggs, cheese or any other potentially hazardous foods are always refrigerated to store on ice. The product must be kept at safe temperatures.
- 8) A metal stem thermometer, accurate to plus or minus 2 degrees Fahrenheit is required.
- 9) Mechanical refrigeration is recommended, but a clean, chest type cooler, free of cracks or open seams, and constructed of materials impervious to moisture, may be used with ice or dry ice as a means of on-site cooling.
- 10) If potentially hazardous foods do not meet safe temperature requirements, the product will be ordered off sale.

