

WELLS AREA FARMERS MARKET



A. WHO MAY SELL:

1. Selling privileges are extended to bona fide area producers who have raised produce themselves. Purchase of produce for resale at the Farmers Produce Market will not be acceptable unless proper licenses are held. A permit must be obtained prior to selling.
2. Beginning in the 1998 season, and continuing into future years, all vendors are to live within a 60-mile radius of Wells, Minnesota.

B. WHAT CAN YOU SELL:

1. Produce which is of "good quality" only.
2. Jams, jellies, pickles, flowers, plants, dry flowers, vegetables, fruits, nuts, and firewood may be sold.
3. Honey may be sold if it is from your own apiary or you have the proper license.
4. Eggs may be sold if raised by yourself and you normally sell eggs from your residence or farm.
5. Cheese may be sold only if you are active in the Farmhouse Cheese Program and the cheese was produced on your farm.
6. **YOU MAY NOT SELL:** milk or butter, secondhand goods, bazaar items, groceries, or firearms.
(Unless otherwise noted)

The market is established for the purpose of selling farm produce, basically vegetables and fruits.

C. LOCATION:

1. Wednesdays at the Wells Marketplace Foods parking lot.

D. WHEN CAN YOU SELL:

1. Wednesday from 3:30 p.m. through 6:00 p.m.

E. SET-UP TIME:

1. No earlier than 30(thirty) minutes prior to starting time.
2. Special orders are to be picked up during regular market hours.

F. FEES AND RATES:

1. Rates will be \$5.00 for a daily permit, or \$30.00 season permit for no more than two stalls. Monies collected will be used for the Chamber of Commerce advertising.
2. Each vendor is to keep their prices in line with other vendors for similar products. Undercutting prices is not good for the market or the vendors.

G. SORTING:

1. An effort should be made to quality sort produce away from the buying public.

H. **STALLS:**

1. Sellers are to limit the size or area of selling to a space that can be handled by one person. Suggested size would be twelve feet and is limited to one vehicle only. Additional vehicles are discouraged, due to parking limitations. Vehicles cannot take up more than the size of the purchased.
2. Care needs to be taken not to place produce or tables such that they limit access to or obstruct another seller or disrupt the flow of traffic.

I. **RUBBISH AND GARBAGE:**

1. Everyone must remove his or her own rubbish and garbage. Market sellers are responsible to keep the area in front of their stall as clean and neat as possible. Special effort must be made to clean up the area at the close of the market.

J. **SIGNS:**

1. Each seller is required to display a sign with his or her name and address.
2. Signs for produce names and other advertising cannot be an obstruction to normal flow of people or traffic or block another seller.
3. Exhibitors may post signs in their stall to advertise other produce, which may be picked up at the exhibitor's residence.

K. **PARKING:**

1. Parking of vehicles, other than that necessary for selling out of or delivering produce, is to be parked in an area away from normal customer parking.

L. **SPECIAL PROMOTION:**

1. In an effort to attract more customers to the market, special promotions may be planned. These promotions affect all the vendors. When a vendor purchases a market permit, they are agreeing to participate in these planned special promotions. Failure of the vendor to participate will result in that vendor being barred from the market. Those vendors not selling at the time of the promotion will not have to participate.

M. **OTHER REGULATIONS:**

1. Discourtesy to patrons, obscene language, shouting, or hawking of wares is not permitted.
2. Pets are not allowed at the market.
3. Alcoholic beverages are not allowed at the market.

N. **HOW TO OBTAIN A SELLING PERMIT:**

1. A permit should be purchased prior to arrival from the Wells Area Chamber of Commerce.

SIGNATURE

DATE

ADDRESS _____

PHONE # _____

**THE FUTURE OF THE FARMERS MARKET DEPENDS ON YOUR PARTICIPATION AND
HOW WE LIVE WITH THE RULES.**