



Marketplace Policies

Introduction

Farm Link is operated by Feeding America Eastern Wisconsin. Farm Link is an online marketplace and service provider serving Producers and Customers of local food in eastern Wisconsin. The Farm Link software system is provided by Local Food Marketplace.

Farm Link does not offer exclusive rights to any one Producer or any one product.

Participation in Farm Link markets implies understanding and compliance with the Marketplace Policies. Farm Link Members (Producers and Customers) are required to sign the Membership Agreement before participating. Market administration reserves the right to revoke or suspend market participation in the event a user violates marketplace policies or is deemed to be acting against the best interest of the market as a whole.

Marketplace Time and Place

The markets operate 24/7 online at: farmlink.localfoodmarketplace.com

Farm Link services are available by appointment from 8:00 am – 4:00 pm Monday – Friday at the Producer's or Customer's place of business or at the Feeding America Eastern Wisconsin offices.

In the Fox Valley: 2911 W. Evergreen Drive, Appleton, WI 54913.

In Milwaukee: 1700 W. Fond du Lac Avenue, Milwaukee, WI 53205

Phone: 414-759-3055

Email: farmlink@feedingamericawi.org

On occasion, the Farm Link software system may be closed for site maintenance. Farm Link Members will be notified when the market will be closed at least 24 hours ahead of time.

Marketplace Management

Farm Link is managed by agents of Feeding America Eastern Wisconsin.

Participants

Farm Link members include:

- Producers: farmers, ranchers, food processors, food distributors, etc.
- Customers: schools, hospitals, restaurants, grocery stores, dining services, other institutional or retail food services, etc.

Products

Products that may be sold through Farm Link include:



- Agricultural food products produced within 100 miles of eastern Wisconsin. Some exceptions are allowed on a case-by-case basis and must be approved by Feeding America Eastern Wisconsin. All exceptions must be clearly identified in the markets under 'product tag line'.
- Processed food products with at least 80% (by weight) of ingredients produced within 100 miles of eastern Wisconsin. Some exceptions are allowed on a case-by-case basis and must be approved by Feeding America Eastern Wisconsin. All exceptions must be clearly identified in the markets under 'product tag line'.
- All products listed on Farm Link must be produced or aggregated by the listed Producer.
- Aggregated food products must list farm or organization of origin and all farms and organizations with products being aggregated must also comply with all Marketplace Policies.
- Post-order aggregation (aggregation taking place because a Producer has a lack of volume to meet predetermined volumes) must be communicated to Feeding America Eastern Wisconsin before delivery takes place for Customer approval.

Licensing

It is each Producer's responsibility to obtain and maintain any and all licenses and/or permits necessary for their particular operation. Producers must comply with all Federal, State and local regulations and licensing requirements.

Producers are required to provide up-to-date copies of required licenses and permits to Feeding America Eastern Wisconsin annually.

Labeling

Producers are required to provide clear information about their production methods in the 'Farming Practices' section of the Producer profile. Producers may list certifications for specific items in their product descriptions. Producers are required to allow at least one (1) annual farm/site visit from a representative of Feeding America Eastern Wisconsin and/or any Farm Link Customer upon reasonable notice.

All identified practices, labels and certifications must adhere to all Federal, State and local rules and regulations. Producers are required to send a copy of all listed certifications, such as USDA Organic, to Feeding America Eastern Wisconsin.

Producers listing processed products are required to list all ingredients and the sources of ingredients in the product description.

Payment Processing

New customers are required to pay with a credit or debit card on file. Credit card transactions are facilitated via Local Food Marketplace through a third party payment processor and are subject to a 3.25% fee to cover costs. Please contact a Farm Link customer service representative for details.

Customers in good credit standing with Feeding America Eastern Wisconsin will have the option to purchase via Purchase Orders (PO). PO transactions will be processed through Feeding America Eastern Wisconsin and no additional fee will be incurred.

All Producers will be paid by check as a vendor of Feeding America Eastern Wisconsin and are required to submit a W-9 to begin receiving payments.



Payment Processing Fees

Currently, each week Producers receive Farm Link orders, a \$35 payment processing fee will be applied to their accounts. Payment processing fees will not exceed \$35 per week regardless of the number of orders. No payment processing fee will be applied on weeks Producers receive no orders through Farm Link. Payment processing fees cover all accounts receivable and accounts payable costs Feeding America Eastern Wisconsin incurs associated with Farm Link orders.

Fees-for-service are currently offered at a discounted rate because a majority of Farm Link business operations are currently subsidized through a variety of grant programs. Feeding America Eastern Wisconsin reserves the right to change fee-for-service rates based on cost of business and the revenue requirements of Farm Link. Farm Link Members will be notified within seven (7) days of a change to fee-for-service rates.

Pricing

Each Producer is responsible for setting their own prices. Producers can request pricing consultation from Feeding America Eastern Wisconsin.

Sales

All sales through Farm Link are final. In the event that a Producer is unable to fulfill an order, the Customer will be refunded in full by the Producer. It is recommended that Producers inform Feeding America Eastern Wisconsin as soon as possible if an order cannot be met. At times, Feeding America Eastern Wisconsin can help facilitate refunds or work to accommodate unexpected shortcomings to the best of their ability.

Financial Reporting, Billing, and Payment Terms

Local Food Marketplace will maintain electronic records and back-ups of transactions. Feeding America Eastern Wisconsin will have access to online reports for current and historic sales and fees. Records will be maintained for a minimum of two (2) years.

Food Handling

Producers and distributors shall be responsible for compliance with established safe food handling and storage methods for products managed through Farm Link.

Food Quality and Grading

Producers are encouraged to describe the quality and grading of their products in detail. Customers are encouraged to communicate their preferences and standards to Producers and Feeding America Eastern Wisconsin. Feeding America Eastern Wisconsin will record and communicate Customer preferences to Producers in order to facilitate the development of strong relationships.

In the event that a product does not meet quality expectations of the Customer, the Customer is required to communicate their grievance and future needs to Producers and Feeding America Eastern Wisconsin. Feeding America Eastern Wisconsin will communicate directly with Producers to ensure Customer quality standards are met.

Packaging



Product packaging must adhere to all Federal, State and local rules and regulations. Products must be appropriately cleaned and packed. Product packaging must include a label identifying the contents of the package, and the name, address and contact information of the Producer.

Distribution

Feeding America Eastern Wisconsin will set up direct-to-Customer distribution options that try to accommodate as many schedules and distribution requirements as possible. Producers and Customers may select which distribution options to participate in.

Producers are required to meet the distribution requirements for each order placed. Order minimums, based on Customer type, are set on Local Food Marketplace. For additional details about order minimums for specific Customer types, please contact a Farm Link customer service representative.

Customers may not reject deliveries once an order is placed; Customers are encouraged to communicate with Producers to make delivery adjustments and ensure their delivery standards are met.

Distribution/Aggregation Fees

Distribution/aggregation fees may be applied for distribution/aggregation options that are not farm-direct. These fees will be assessed on an as needed basis and will be applied to Producer accounts. Distribution/aggregation fees cover all expenses Feeding America incurs associated with distributing and aggregating Farm Link orders.

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Grievances

Feeding America Eastern Wisconsin reserves the right to suspend or revoke participation in Farm Link in the event a Producer or Customer violates these policies.

Producers and Customers are encouraged to communicate with Feeding America Eastern Wisconsin to pre-empt issues or disputes. The goal of Farm Link is to develop a strong, interconnected local food community. In the event that a Member believes that these policies have been violated, they are required to notify Feeding America Eastern Wisconsin of the violation in writing.

Information Confidentiality

Information and transactions related to individual Producers and Customers will not be distributed in any way that will identify an individual participating organization. Transaction information for Farm Link will be used to identify market trends and opportunities. Market reports will be periodically distributed to all participating organizations.

No personal information collected from Producers or Customers will be sold or distributed to anyone or shared with any organization outside of Feeding America Eastern Wisconsin.

Insurance

Producers are required to maintain Commercial General Liability insurance with a limit of not less than One Million Dollars (\$1,000,000) per occurrence, and Two Million Dollars (\$2,000,000) in the aggregate. Broadline



distributor Members are required to maintain Commercial General Liability insurance with a limit of not less than Ten Million Dollar (\$10,000,000) per occurrence.

Producers shall name Feeding America Eastern Wisconsin as an additional insured on a primary and non-contributory basis.

Producers are required to provide Feeding America Eastern Wisconsin a copy of their insurance policy before any transactions take place.

Amendments

Feeding America Eastern Wisconsin reserves the right to amend these policies, and will notify Farm Link users within 14 days of doing so.

