

MFM Insurance Options

Thanks to the national-level support of the Farmers Market Coalition and many State associations, the national farmers market vendor liability insurance program has raised the total annual sales threshold from \$50,000 to \$100,000 per year without raising the premium. You can now have a reasonably priced single Farmers Market Vendor Liability Insurance policy that covers you when you set up at different farmers markets and that covers you for both general (slips and falls) and product liability.

A smart insurance company has finally put together an insurance program for all types of farmers markets vendors! The program provides the vendors with group rates for \$1,000,000 in general and product liability per occurrence with a \$2,000,000 annual aggregate limit and a zero deductible. This will cover the vendors while at all markets that they participate in. Note that there is no limit on the number of markets in which you can participate. The only requirement is that all such markets must be listed on your application for coverage to be provided. The cost of the policy is \$350 per year for vendors that generate less than \$100,000 total annual sales at the markets listed. For those vendors that generate in excess of \$100,000 in annual sales, the cost of the policy will increase at a rate of approximately \$5 per thousand of sales.

Premiums are paid annually and once coverage is extended, the premium is fully earned and non-refundable. Coverage is provided by an A+ rated insurance company.

The policy will also name the market as an additional insured so that in the event of a product liability or general liability suit where both parties are named, the market is covered.

Please visit their website www.campbellriskmanagement.com for more information and vendor insurance applications, or call or email the person below for more information.

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