

Navigating Insurance for Farmers Markets and Vendors in 2020

Colleen Donovan, WSFMA

Larry Spilker, Campbell Risk Management

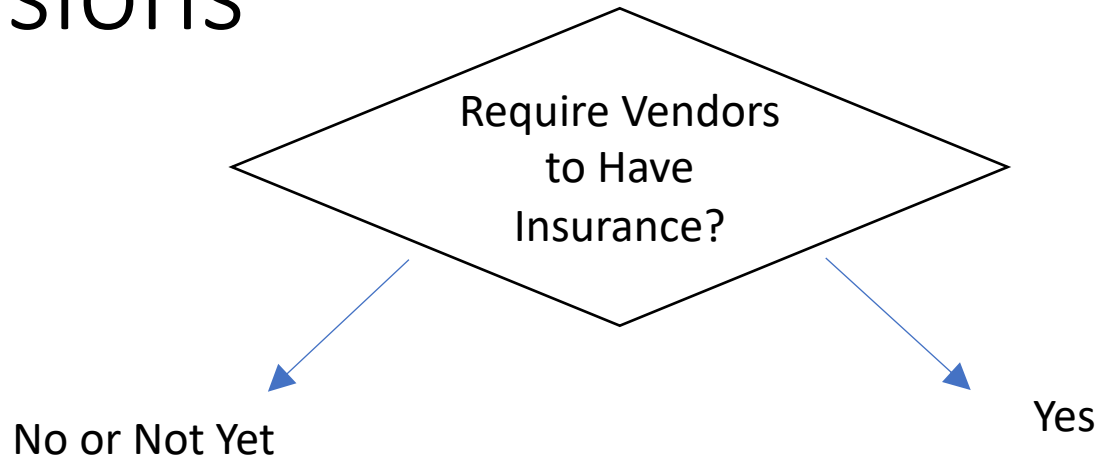
Farmers Market LEGAL TOOLKIT

Market Risks & Risk Management Tools



- What do all insurance terms mean and what are the farmers market industry standards?
- Should a farmers market “require,” “recommend” (strongly?), or say little about liability insurance? What are the Pros and Cons? All vendors or just certain types?
- Where can farmers markets and vendors get insurance, what does it cover, and cost?
- Best practices around communicating and planning change to market policies that have real costs and may touch on personal philosophies.
- What else can a market be doing to mitigate risk?

Decisions



- Understand pros and cons
- Process for deciding: who, how, when?
- Document decision, share.

- Decision part of Market Policies & included in Rules
- Included in Vendor App
- Help find Insurance
- Require adding Farmers Market as Additional Insured?
- Send FM copy of Certificate?
- Policy dates?



Farmers Market Insurance: An Introduction to Policy Types & Common Terms

There are multiple types of insurance policies that apply to farmers markets and the people involved in those markets. This sheet will help you understand the different kind of policies that are available, what those policies may cover, and how to guarantee that you are purchasing a policy that will provide you with the coverage you need.

The three most common types of liability insurance policies that relate to farmers markets are for producers, markets, and the directors and officers of market organizations.



Donate

Membership

Get Updates



Search



Log In

Store

Cart 

[About](#) [Resources](#) [Networking](#) [Programs](#) [Advocacy](#) [News](#)



[About Farmers Markets](#)

[Market Manager FAQ](#)

[Resource Library](#)

[Webinars](#)

[SNAP Guide for Farmers Markets](#)

[Funding Opportunities](#)

[Newsletter](#)

Insurance, Liability, and Regulation

[What types of insurance does our market organization need? Where should we get it?](#)



[What types of insurance should our market's vendors have?](#)



[How do we ensure our vendors have adequate insurance?](#)



[Are there certain things that we can do to reduce the likelihood of someone getting hurt or sick at our market?](#)





CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)
10/21/2019

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER		AGENCY Larry Spikor ext 203	
Pro Insur, Inc dba Campbell Risk Management 4242 Shirley Drive, Suite 204 Indianapolis, IN 46240 Larry Spikor Ext 203		PHONE Tel No. Cont: 317-848-9075	FAX FAC. No: 317-848-9093
		E-MAIL lspikor@campbellrisk.com	
		INSURER(S) AFFORDING COVERAGE	
INSURER A: HANNOVER INSURANCE GROUP		NAIC # 22292	
INSURER D:			
INSURER C:			
INSURER D:			
INSURER E:			
INSURER F:			

Must be completed with the name and mailing address of the vendor or vendor's business attending the market. Include DBA if applicable.

COVERAGES **CERTIFICATE NUMBER:** **REVISION NUMBER:**

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

TYPE OF COVERAGE	TYPE OF INSURANCE	ADDITIONAL INSURED	WEAVER	POLICY NUMBER	POLICY EFF. DATE (MM/DD/YYYY)	POLICY EXP. DATE (MM/DD/YYYY)	LIMITS
<input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY	<input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	AAV4096 LHW D481967	10/21/2019	10/21/2020	EACH OCCURRENCE \$ 2,000,000
	<input checked="" type="checkbox"/> POLICY <input type="checkbox"/> HO <input type="checkbox"/> LOC <input type="checkbox"/> OTHER						DAMAGE TO RENTED PREMISES (EA occurrence) \$ 100,000
							MED EXP (Any one person) \$ 5,000
							PERSONAL & ADV INJURY \$ 2,000,000
							GENERAL AGGREGATE \$ 4,000,000
							PRODUCTS - COMBOP AGG \$ 4,000,000
							COMBOP SINGLE LIMIT (EA accident) \$
							BODILY INJURY (Per person) \$
							BODILY INJURY (Per accident) \$
							PROPERTY DAMAGE (Per accident) \$
							EACH OCCURRENCE \$
							AGGREGATE \$
							PER STATUTE \$
							OTH-ED \$
							E.L. EACH ACCIDENT \$
							E.L. DISEASE - EA EMPLOYEE \$
							E.L. DISEASE - POLICY LIMIT \$

X indicates policy includes additional insured and waiver of subrogation

Make sure policy is not expired

These are preferred limits. Most require only that these limits be a minimum of 1 million each occurrence with a 2 million aggregate

Indicates that policy includes product liability

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)
Those usual to the Insured's operation. Blanket additional Insured applies per coverage form 421-2015 08 15. Certificate holder, if any, is hereby an additional insured.

Must contain a blanket statement such as shown OR State that the certificate holder is an additional insured and list name and address of additional insured in the certificate holder box below OR Specifically name the entity wanting to be an additional insured as an additional insured

CERTIFICATE HOLDER
Evidence of Insurance

AUTHORIZED REPRESENTATIVE
John C. Campbell

Simply having your name and address in the certificate holder box does not make you an additional insured. Having your name and address here only allows you to be notified if the policy is canceled or modified prior to the expiration date. See instructions in the box above for being additionally insured.

Common Terms

- **Aggregate Limit:** The maximum dollar amount your insurer will pay to settle your claims. After the limit is referred to as an annual aggregate limit, which is just the total amount your insurer will pay in a single year.
- **Deductible:** The amount you pay out of your own pocket before your insurance provider begins paying the reimbursement owed to claimant.
- **Claimant:** The person who brings a lawsuit against you. (ie the person who is suing you because of food poisoning, or the person who tripped over your tent.)
- **Additional Insured:** A party other than a party in whose name insurance is issued who is also protected against losses covered by such a policy. This could include the market as a whole, other vendors, or other staff members who are employed by the vendor. Property owners might also be listed as additional insureds.
- **Market liability:** A general liability policy held by a farmers market, otherwise known as "slip and fall" insurance.
- **Rider:** An edit or modification to an insurance policy to modify both benefits and the conditions of coverage.
- **Hold Harmless:** Also called an "indemnification," this type of agreement protects someone from being sued because of what a third person does to the victim. For example: Before I let you sell produce at my market, you will have to indemnify me (hold me harmless) if you negligently forget to tie down your tent and it flies away in a wind and injures a shopper. Should the shopper later sue me, I can invoke indemnification and you pay all my legal bills and any damages awarded by the court.

Liability Insurance Options for Vendors: Annual and Daily



CAMPBELL RISK MANAGEMENT



FOOD
LIABILITY
INSURANCE
PROGRAM



General liability vendor insurance

Get a quote

Call K&K Insurance: [1-866-267-5244](tel:1-866-267-5244)

[Email K&K Insurance](#)



 Find a Market

ABOUT US ▾

MARKET EDUCATION ▾

FOOD ACCESS ▾

CONSUMER EDUCATION ▾

WSFMA MEMBERSHIP ▾

FARMERS MARKET INSURANCE

WSFMA Member Farmers Markets

Unfortunately, regular farmers markets activities include risks to customers and property markets are required to have general commercial liability insurance so that you are protected from property arising from your daily operation. To manage our potential risk, the "Washington

9. LEGAL, REGULATORY & POLICY ISSUES IN WASHINGTON STATE

[ASCAP, BMI, and Musicians at Your Farmers Market](#)

Everyone loves music at the farmers market. However, a new challenge has emerged from "publishing rights organizations" seeking expensive licenses in order to play copyrighted music.

[Food Safety at Farmers Markets](#)

No one wants anyone to get sick from what they eat at a farmers market. Fortunately, there are excellent training materials available and resources that can help every market reduce the risk of food borne illnesses.

[Insurance Options for Farmers Markets and Vendors](#)

Insurance helps reduce the risk of incurring liability for market accidents. However, insurance can be confusing. What types does your market need? Learn about the WSFMA's insurance program and insurance options for vendors.

[Market Safety and Emergency Preparedness](#)

Having a solid Emergency Preparedness plan in place is a critical piece of your market's risk management. Fortunately, the Michigan Farmers Market Association has put together an excellent docu-

