



Farmers Market Liability Explanation

Insurance

MFM offers a general liability program that covers physical and property damage resulting from market operations on the market premises. Coverage is only during the market's day(s) and hours of operation, which can (and should) include set up and break down.

It will not cover vendors personal or product liability. Depending on the circumstance other insurance will be primary. For example: if a vendor drives their truck into a market sign, their auto insurance covers it because driving is not market operation. However, if a person slips on a vendor's tomato, the vendor and the market insurance share the claim (if a particular vendor can be pinpointed). Under this circumstance the insurance companies will decide amongst themselves how to cover the claim.

Our policy provides 1 million per occurrence and 2 million in total for the year in coverage. We also have a five million umbrella. The two policies together will provide total coverage of 6 million per incident and 7 million for the year.

If you so choose, the insurance company's legal team will support/ represent you in the event of a law suit. But their primary allegiance is to the insurance company. Often the greatest out of pocket costs in the case of an incident are for legal representation. We encourage you to consider this added benefit as you make your decision.

Insurance adds another "wall" between those involved in running the market, including the property owner, and injury or damage claims/suits. Legally, the liabilities of any member of the market are also the liabilities of all the members so it may also provide some protection to other vendors when a vendor has not enough (or any) insurance, and is sued for actions at market that cause damage or personal injury.