



Dates & Location

Saturdays 8:00 a.m. – 12:00 p.m.

- Begin the second Saturday of May and conclude on the final Saturday of October.
- No public sales before 8:00 a.m. or after 12:00 p.m. The weekly tornado siren testing will serve to indicate the close of the market day. Vendor-to-vendor sales are allowed at 7:30 a.m. Be discreet.
- Located on Main Street between Western Avenue & Sheboygan Street.

Wednesdays 11:00 a.m. – 3:00 p.m.

- Begin on the first Wednesday of June and conclude on the final Saturday of September
- No public sales before 11:00 a.m.
- Located on Main Street Plaza at the intersection of Main Street & Sheboygan Street.

Vendor Types

- Definition of “Vendor” – Vendor shall be defined as the producer of goods sold and shall include spouse, siblings, children, parents and employees of the applicant who assist in the cultivation of the same property or assist in the production of items available for sale.
- **Season Vendors** are vendors that pay a stall fee for the full season. They are assigned a particular stall that they are permitted to set-up in each Saturday of the Market. Season vendors must commit to attending more than 50% of all markets in a season to receive the season vendor rate.
- **Weekly Vendors** are scheduled for stall spaces depending on space availability, product mix and market management discretion. Weekly vendors should expect to be in a different stall each week they are scheduled, though this will be avoided whenever possible. Requesting a date on the vendor application form does NOT guarantee a stall space for that day.

Product Types

- **"Farm Product"** refers to fresh foods that the farmers plant, grow or care for, and harvest (e.g. fruits, vegetables, nuts, eggs, meats, milk, etc.). This food is not processed or is minimally processed.
- **"Valued-Added Product"** refers to products with one or both of the following two characteristics: (1) The farmers make the foods from raw ingredients and primarily, from ingredients that they plant, grow or care for, and harvest AND/OR (2) they process the foods through baking, cooking, canning, drying, fermenting, preserving, or spinning techniques (e.g., baked goods, cheese, jams, dried fruit, viticulture, pickles, wool yarn, etc.).
- **"Ready-to-Eat Food"** refers to products that agriculture or non-agriculture businesses make from ingredients that they primarily purchase. The food is made at the market for immediate consumption.
- **"Plants & Flowers"** refers to bedding or house plants and cut flowers.
- **"Crafts"** refers to products that are made by the vendor themselves. Direct sale and items for resale are not accepted.
- Vendor applications require vendors to provide a product listing to help the market determine the best placement of vendors.

Space / Stall Details

- Saturday vendor spaces come in two sizes: 10x10 or 10x20. Please work with the office to determine which type of space will work for you. In most cases, vehicles in 10x10 spaces will require the use of two stalls. Additional stalls may NOT be purchased simply to park a vehicle.
- Wednesday vendor spaces are all 10x10 and no vehicles may park on site. Vendors must park legally when loading and unloading. Parking passes are provided for parking on Portland or Macy.
- Please let market staff know if you are going to be absent to help us to keep the Market full and energized.
- There must be 20 feet of clearance in the middle of the Saturday market to accommodate emergency vehicles. Market staff and security will enforce this rule before and during the market.
- Trash, including produce debris and food items must be swept up and disposed of after each market. Vendors are responsible for cleaning their own area before leaving. Trash must be packed out; public trash containers are for customer use only. Grease and other hazardous materials cannot be poured down the city sewer system.
- Tents must be properly weighted for safety purposes.
- Vendors are *required* to have a sign with their name and location (city or town); growers must also list prices. Signs must be prominently displayed each week.

Out of State Products / 20% Rule / Special Allowances

- **Out of State Rule:** To preserve the integrity of the farmers market's focus on locally grown, **NO OUT OF STATE PRODUCE IS TO BE SOLD.**
- **20% Rule:** Allowance is made for vendors to market up to a maximum of 20% of products/locally grown goods not grown or produced by the market vendor each market date. Products must be Wisconsin-grown/produced (*unless prior approval granted-see below*) and signage should be displayed next to item(s) to identify name/location of producer(s). 20% rule is determined by the following methods:
 - 1) **Number of items:**
Example: You have 10 items you are selling this week, 8 of the items must be vendor grown/produced. 2 items may be from another producer(s).
 - 2) **Quantity of items:**
Example: You bring in a load of potatoes and melons from another Wisconsin-producer. These item(s) cannot be more than 20% of your total offering for this day.
- **Special Allowances:** Exceptions to the out-of-state and/or 20% rules will be on a case-by-case basis, but limited strictly to products not easily available in our region. Examples of items that would *not* be allowed are out-of-state melons, sweet corn, and tomatoes. Items such as Michigan blueberries, peaches, cherries, et cetera would be considered. Prior to selling these items, vendors are required to contact and get approval by the Downtown Fond du Lac Partnership committee. Consideration of special allowances requires a \$50 deposit; half of which will be refunded if the application is denied.

Vending Policies

NOTE: It is the vendors' responsibility to be familiar with the local, state and federal regulations and permits that govern the products in which they sell. The notes and guidelines included in this document are included as a courtesy, but do not take precedence over governmental policy.

- Vendors must complete the application process through the office before being allowed at the Market.
- The Market is held rain or shine.
- In the event of a delay, if possible, the street barricades will be put in place at the usual time. When severe weather has passed, vendors may set up as usual. If a significant amount of vendors are absent, vendors may move closer together and condense the overall footprint of the market.
- Cancellation may occur in the event that the National Weather Service indicates severe weather warnings throughout the entire market time. In the rare event of a cancellation, notification will be made via email, Facebook, and on KFIZ. Additionally, staff will remain at the DFP phones until 30 minutes after the usual market opening time to take vendor calls and the Community Service Officer will stay on site. No refunds are given in the event of a cancellation; however, weekly vendors may request an alternative weekend to attend.
- No items offered for sale may be commercially made. All products must be the original work or produce of the vendor.
- Market Management reserves the right to conduct on-site inspections of farms, kitchens or other workshops or spaces.
- No smoking in vendor stalls.
- Non-produce vendors are responsible for collecting, reporting and paying sales tax.
- Rude or aggressive behavior toward Market staff, other vendors or customers by Vendors will not be tolerated.
- Vendors are requested to park vehicles and drop trailers at least 1 block away from the Market in order to leave prime parking spots available for customers.

Saturday Vending

- The Market Manager arrives at 6:00 a.m. each Saturday. Vendors are allowed to drive onsite between 6:15 a.m. and 7:30 a.m.
 - Vendors arriving after 7:30 a.m. will have to handcart items. All vendors must be onsite by 7:30 a.m., this includes vendors with direct street access. Vendors that are not onsite by 7:30 a.m. may have their space reallocated to another vendor. No vehicles are allowed to enter or exit the site between 7:30 a.m. and 12:05 p.m. If there is an emergency, please work with the Onsite Manager.
- No tents or tables may be put up on the street until 6:30 a.m.
- All vendor vehicles must drive from north to south when unloading or loading. Vendors should enter Main Street from the cross street immediately to the north of their site to ensure all vendor traffic flows one way.
- Vendors are not allowed to leave before 12:05 p.m., even if they sell out of product.
- Setup must be completely disassembled before bringing a vehicle into the Market area for loading. Vehicles must be removed from the market as soon as they are loaded. Vehicles may not be left parked in the market area. Street barricades will remain in place until 1:00 p.m. but may be removed early if all Vendors have vacated the street.

Wednesday Vending

- The Market Manager arrives at 10:00 a.m. each Wednesday.
 - Vendors that are not onsite by 10:30 a.m. may have their space reallocated to another vendor. Vehicles must be parked legally when loading and unloading.
- No tents or tables may be put up on the plaza until 10:00 a.m.

Food Displays and Packaging

- All vendor products must comply with, all applicable federal, state, county and local laws and regulations.
- All produce shall be sold by legal weights and measures. Vendors are responsible for having their scales certified for compliance. (See WI State Food Code.) To contact the Madison DATCP weights and measures call 608-224-4942 or email DATCPWeightsandMeasures@Wisconsin.gov
 - Market Management will arrange for a DATCP representative to visit the market in mid-July to certify scales. Vendors who utilize this service will be invoiced for the full cost the certification.
- Vendors are responsible for obtaining all licenses or permits required for the sale of the product to the public. Copies of such licenses/permits shall be submitted to the Downtown Fond du Lac Partnership annually. The county health inspector will make periodic checks to make sure you have these documents on hand. If you have questions regarding your licensing, please contact Danielle Vollandorf at 920-929-3085.
- Sampling must meet County Health Department code. Please contact the Health Department for details.

Payments, Billing and Fees

- Please see the Vendor Application for a complete breakdown of pricing.
- Returned checks: First occurrence the vendor will be charged an additional \$15 fee and must pay the entire amount in cash at the DFP office. Second occurrence, the fee will increase to \$25 and the vendor must pay in cash for the rest of the season.

EBT & Credit Token Programs

- Both Season and Weekly vendors are required to accept Credit/Debit tokens and, if applicable, EBT tokens from customers, even if you have your own credit card machine. Vendors are reimbursed full face value of tokens; there are no fees for vendors to participate.
- Token Reimbursement may be done at the Information booth until 12:15 p.m. on Saturdays or 3:15 p.m. on Wednesdays.
- Tokens may be kept in cash boxes to use to make change from week to week.
- Token reimbursement may be done by check for large amounts, if market staff does not have sufficient cash to complete the reimbursement on the market day. Checks will be issued and mailed before the following week's market.

Community Donations

Market vendors have an opportunity to donate produce and baked goods to Fond du Lac's less fortunate through the donation cart located near the Information Booth. Market management arranges with the Solutions Center to pick up the donations each Saturday.

Rule Violation Policy

Violation of any of the Rules and Regulations or policies laid out in this or future notices will be handled as follows:

- 1) First violation will result in a verbal warning, which may be issued by any member of the Market Management team including the On-site Manager.
- 2) Second violation will result in a written warning issued by the DFP Director of Communication & Special Events.
- 3) Third violation will result in expulsion from the Market without refund for that day.
- 4) Fourth violation will result in expulsion without refund for the remainder of the Market season.

Violations resulting in a police report or protection order being filed against a vendor may result in said vendor's immediate and permanent expulsion from the Market without refund of vendor fees.

Rule Changes

The Downtown Fond du Lac Partnership has established these rules and regulations, which are subject to change. Complaints or concerns regarding the Downtown Fond du Lac Farmers Market should be addressed to the Market Manager or other DFP staff.

By signing and submitting the vendor application, vendors agree to the above rules & regulations.

This document was approved on 02/26/2018 by the Farmers Market Steering Committee.