



# Downtown Fond du Lac Farmers Market 2021 Policies

## Downtown Business/Vendor Participation Policy at Farmers Market

Brick-and-mortar downtown businesses are offered one 10' space to sell their merchandise or promote their business. Additional spaces are available for a fee. Our intent is to gain exposure for our existing downtown businesses. Businesses may be asked for proof that the business license is registered with an address within the Business Improvement District boundaries.

If a downtown business would like to grant and affiliated business their free space, their product line must fit within the market guidelines of homemade or homegrown products as well as in line with their typical business sales. Example: Gallery and Frame may host an artist they are featuring in their shop. But they may not have a vendor selling donuts.

All vendors and downtown businesses need to provide a description of products or see product samples. All products and information displayed must be suitable for a family-friendly audience. This information is also needed in an effort to separate vendors and businesses selling similar product lines.

Downtown businesses must notify the DFP one month prior to the first Farmers Market of the season if they would like to be assigned a free space. Businesses must commit to using the space every week to guarantee that the space will be not assigned to a full season vendor. If a business would like to use a space on a week-by-week basis, best efforts will be used to assign a space that is closest to that business. If the business is not within the footprint of the Farmers Market event area, staff will work with the business to find a space that is suitable, but not near a direct competitor of the same types of products.

All vendors participating in the Farmers Market must conduct business or sharing of information from within the boundaries of their assigned booth. You may exit your vending space during the market, but no solicitation or sales shall take place outside of your assigned vending space.

The DFP staff reserves the right to deny a Farmers Market applicant if said applicant's goods, services or organization ideals do not align with the mission and views of the Downtown Fond du Lac Farmers Market.

## Non-Profit and Community Organizations

We are pleased to welcome non-profit organizations to our vendor mix at the Downtown Farmers Market. We believe non-profit participation is critical to all of our events. We will try to accommodate non-profit applicants' needs and requests to the best of our ability. Note the following guidelines:

1. Non-profit and community outreach organizations may request up to six Market days throughout the season. Please indicate preferred dates on the application. Contact the Market Manager with any cancellations so space may be allotted to another organization.
2. No more than a combination of six non-profits and/or community groups will be invited to participate each week. Dates are reserved on a first come, first served basis. A wait list will be created when all six spaces have been reserved.
3. "Bump out" curb spaces are specifically designated for non-profits and/or community groups and can fit a table and chairs. The DFP will assign locations to organizations.



4. We do not provide equipment. Bring all necessary materials, including a table and canopy. A canopy is not required. If a canopy is used, we require weights on each corner. Please confirm that your canopy or patio umbrella will fit on your designated space.
5. Provide clear signage of non-profit or organizational name on booth for clear identification.
6. Arrive each week between 7:00 and 7:30 a.m. The Market hours are 8:00 a.m. to 12:00 p.m.
7. Non-profit booths are for community outreach. However, we are allowing fundraising sales of tickets, merchandise, and memberships from the booths directly limited to the cause. Items that compete with Market vendors are NOT permitted (food, produce, jewelry, crafts). Donations may be accepted but not aggressively solicited.
8. All promotion and informational sharing must be conducted within your 10x10 booth space.
9. Organizations out of compliance with general Market guidelines will be asked to leave.
10. We ask that participating organizations advertise the Market on their Web sites or in social media outreach. Request a logo or information from: [info@downtownfdl.com](mailto:info@downtownfdl.com)
11. The Market is open rain, shine, or snow, unless the weather is severe and dangerous.

The Downtown Fond du Lac Partnership is not liable for any injury, theft, or damage to either the buyer or seller, or their property, arising from or pertaining to preparation for or participation in the Downtown Farmers Market. Regardless of whether such injury, theft, or damage occurred prior, during, or after the Downtown Farmers Market. Organizations and individuals further agree to indemnify and hold The Downtown Fond du Lac Partnership harmless for and against any claims for such injury, theft, or damage.

### Canceling the Market

DFP staff holds the authority to cancel the market due to poor weather conditions at any time. In the event of market cancellation, DFP staff will actively work to spread the message to everyone in a clear and concise manner. Typically, communication will happen from our Downtown Fond du Lac Partnership Facebook page, but not limited to such. Emails may be sent as well.

### Faith Based Music

Music at public events will be selected based on its musical value rather than its religious context. Traditions of different people should be shared and respected. Music must represent a position of neutrality, neither promoting nor inhibiting any particular religious views. Religious symbols or scenery should be avoided. Sensitivity to various religious beliefs will be taken into consideration. Event staff and steering committee will review any public comments/concerns on an as needed basis.

### Pet Policy

The Downtown Fond du Lac Farmers Market is a pet-friendly market. If your animal exhibits signs of anxiety or aggression, please consider that the market may not be a good fit for your pet.

- All pets must be leashed (6 ft. or less) and under human control at all times
- Pets must be kept far enough away to avoid any potential licking or "marking" of food items.
- Please pick up after your pet.



- If your pet is not behaving in accordance with the policy rules, the market staff or volunteers will continue to ask that the owner remove it immediately.

### Baked Goods Sales

- No more than \$5,000.00 in sales per year
- Retail only (direct from producer to consumer)
- Only at community or social events, such as bazaars or at farmers markets
- Signs and labels required
  - Certificate of Vendor Insurance available on site & on file with the market
  - Sign at the point of sale stating, "These baked goods are homemade and not subject to state inspection."
  - Product labels must include:
    - Name and address of the person who did the baking
    - Date of baking
    - All ingredients in descending order of prominence, including the common name for any ingredient that originates from milk, eggs, fish, shellfish, tree nuts, peanuts, wheat or soybeans. These are ingredients that can cause severe allergic reactions in some people, who must be able to recognize when they are present.
- Record-keeping suggested. Written record of every batch of product made for sale including:
  - Recipe, including procedures and ingredients
  - Amount baked and sold
  - Baking Date
  - Sale dates and locations
  - Gross sales receipts
- Sanitation: Inspection is not required, but customers expect good sanitation. Here are some factors you should consider:
  - Use clean equipment that has been effectively sanitized prior to use
  - Clean work surfaces and then sanitize with bleach water before and after use
  - Keep ingredients separate from other unprocessed foods
  - Keep household pets out of the work area
  - Keep walls and floors clean
  - Have adequate lighting
  - Keep window and door screens in good repair to keep insects out
  - Wash hands frequently while working
  - Consider annual testing of water if using a private well.

### Wisconsin Pickle Bill

- No more than \$5,000.00 in sales per year
- Retail only (direct from producer to consumer)
- Only at community or social events, such as bazaars, or at farmers markets
- Signs and Labels Required
  - Sign at the point of sale stating, "These canned goods are homemade and not subject to state inspection."
  - Product labels must include:
    - Name and address of the person who did the canning
    - Date of canning



DOWNTOWN FOND DU LAC  
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### Egg Policy

#### *Shell egg of chicken, duck, goose, guinea, quail, ratite or turkey*

A DATCP food processing license is required on the farm for washing, packaging, and cold holding the eggs.

#### **Exceptions**

- The eggs are produced at a farm licensed at a DATCP-Wisconsin Dairy Plant per ATCP 70.03(7)©
- The producer has 150 birds or less and sells directly to consumer on the farm, at a farmers market, or on an egg sales route

#### **At the Farmers Market**

- A FDLHD license is required
- If you are selling in multiple counties, a DATCP Mobile Retail license is required instead of the FDLHD license

#### **Storage and Display**

- Store eggs in a unit that can maintain a 41 degrees Fahrenheit or below (provide a thermometer)
- Foods for display (not for sale) must be labeled "Display Only"
- Provide a canopy and cover unpackaged foods to protect from contamination
- Transport foods in clean equipment and vehicles. Store food 6 inches off the ground
- Handle unpackaged foods with gloves, tissues or utensils

#### **Labeling**

- Name and address of packer, distributor or processor
- Grade and size or "ungraded and uninspected" statement
- Date of pack
- Expiration/sell by date (not to exceed 30 days including day of pack). Required for producers with > 150 birds
- Product name and quantity
- "Keep Refrigerated" statement



- Safe Handling Instructions
  - To read: To prevent illness from bacteria: keep eggs refrigerated, cook eggs until yolks are firm, and cook foods containing eggs thoroughly.

*For more information, please contact DATCP, Division of Food Safety (608) 224-4700 <http://datcp.wi.gov>*