



Downtown Fond du Lac Farmers Market Rules & Regulations

Dates & Location

Saturdays 8:00 a.m. – 12:00 p.m.

- Saturdays in May through the final Saturday of October.
- The weekly tornado siren testing will serve to indicate the close of the market day.
- Located on Main Street between Western & Forest.
- The Market is held rain or shine

Vendor Types

- **Full 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. Full season vendors must commit to attending 18 of all markets in a season to receive the full 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. Weekly requests must be made to the Events Coordinator or Director of Communications and Special Events by the Wednesday prior to the market they would like to attend. A Weekly Vendor may reschedule their approved date as long as notification has been made to Director of Communications and Special Events or the Events Coordinator before the weekly map is sent on Wednesdays.

Product Types-Vendors may sell only product they themselves have helped produce. The sale of any goods not grown or produced by the seller, the reselling of goods, or the sale of foods that have been traded or bartered for is not permitted. All sellers must abide by, and all products must comply with all applicable federal, state, and local regulations. The sale of alcohol, drugs and animals is prohibited. The Market Manager is authorized to interpret the existing market rules and to approve or disapprove products at any time during the season. Brand name products which are processed and sold under a brand name other than the vendor's own are not allowed.

- **"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, herbs, 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.
- 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.

Space / Stall Details

- Saturday vendor spaces come in two sizes: 10x10 or 10x20 (20 ft. in depth). Please work with the office to determine which type of space will work for you. Vehicles are not permitted in 10x10 spaces will require the use of a 10x20 space. Additional stalls may NOT be purchased simply to park a vehicle.
- There must be 20 feet of clearance down the center of the road 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.
- Booth sharing is prohibited. All vendors must only bring items they have handmade or grown themselves.
- 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).
- **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 Farmers Market Committee.

Vending Policies (Expectations)

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.
- Vendors may not share booths with another vendor. It is expected that each vendor utilizes their own space that they applied for.
- 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 number of vendors are absent, vendors may move closer together and condense the overall footprint of the market at the discretion of the Market Manager.
- Cancellation may occur if 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, the Downtown Fond du Lac Partnership (DFP) website, 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.
- Vendors are requested to park vehicles and drop trailers at least 1 block away from the Market to leave prime parking spots available for customers.

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 make best efforts to 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 Vollendorf 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 Market Bucks Programs (See Attached Informational Sheet)

- Both Full Season and Weekly vendors are required to accept Credit/Debit Market Bucks and, if applicable, EBT Market Bucks from customers, even if you have your own credit card machine. Vendors are reimbursed full face value of Market Bucks; there are no fees for vendors to participate.
- Market Bucks Reimbursement may be done at the Information booth until 11:45 am. on Saturdays.
- Market Bucks may be kept in cash boxes to use to make change from week to week.
- Market Bucks reimbursement will 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 those in need in the Fond du Lac area. Donations can be made at the DFP information booth. Market management arranges with the local food pantries to pick up the donations each Saturday.

Code of Conduct

Market attendees, participants and their employees shall conduct themselves in a pleasant and courteous manner towards all market patrons, volunteer, and staff. Threatening behavior, both verbal and physical, and acts of violence at the market, office or by electronic means will not be tolerated. Hate speech or symbols and acts of discrimination are considered to be threatening and violent. Any person who engages in this behavior shall be warned and/or removed from the premise. The use of drugs and alcohol are prohibited.

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 or written warning, which may be issued by any member of the Market Management team including the On-site Manager.
- 2) Second violation will result in expulsion from the Market without refund for that day.
- 3) Third violation will result in expulsion without refund for the remainder of the Market season and possible expulsion from all DFP future events.

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.

- 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. as long as the road has been closed.
 - 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 the barricades closing the road have been put in place.
- 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.
- It is the responsibility of each vendor to replace barricades upon entering/exiting the Market area.

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 2/13/2023 by the Farmers Market Steering Committee

Questions may be directed to:

Downtown Fond du Lac Partnership

Amber Bodart

Director of Communication & Special Events

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