



2019 Market Year

Management and Subcommittee Members Contact Information:

Management

Market Coordinator	Ed Maksym	608 214-1330 monroefarmersmarket@tds.net
Executive Director, Main Street Monroe, Inc.	Jordan Nordby	608 328-4023 monroemainstreet@tds.net

Vendor Subcommittee Members

Chair	Luke Speer	815-821-3594
Vice Chair	Tim Akins	608-558-0661
Secretary	Laura Eckroat	413-219-5904
Committee Member at Large	Pat Holmstrom	608-325-9404
Main Street Monroe Representative	Tom Miller	608-329-4421

Monroe Farmers Market 2019 Rules, Regulations & Policies

(Revised 3/1/2019)

The Main Street Monroe Farmers Market is open to vendors who desire to sell their own products of quality and value, and is a producer-only market. All products for sale at the market are required to be handmade, homegrown or value-added, incorporating raw materials.

DATES OF OPERATION:

The 2019 market season begins May 1, 2019 and ends April 18, 2020. The 2019 outdoor market opens Saturday May 4, 2019, and will be held on all subsequent Wednesdays and Saturdays thereafter through October 26, 2019.

HOURS OF OPERATION:

Saturdays – 8:00 a.m. to 1:00 p.m. on the north side of the Courthouse Square

Wednesdays – 12:00 p.m. to 4:30 p.m. on the west side of the Courthouse Square

Winter markets will be held the 3rd Saturday of the month (with an additional holiday market) from 9am to 1 p.m. on the following dates:

November 16, 2019 - December 7, 2019 - December 21, 2019 - January 18, 2020

February 15, 2020 - March 15, 2020 - April 18, 2020

Winter Market location will be confirmed and announced during the mid-October markets or earlier.

REGISTRATION INFORMATION:

Please sign and date the application and the Hold Harmless

Agreement You may want to keep a copy for your records

Completed applications may also be mailed to or dropped off at:

Monroe Main Street (second floor of WI Bank & Trust)

Attn: Farmers Market

1717 10th Street

Monroe, Wisconsin 53566

RESOURCE CONTACT INFORMATION:

DATCP 1-608-224-4923 www.datcp.state.wi.us/

Licensing Requirements – Labeling - Food Safety

Weights & Measures - 1- 608-224-4938

WIC Program - 1-608-261-8867

Wisconsin Department of Revenue - 1-608-266-2772

Wisconsin Nursery Grower/Dealer Information - 1-608-224-4572

General Rules and Regulations

Each prospective vendor must complete and return the attached registration form, hold harmless agreement, and the vendor category/product list. Note that the form asks that you identify all products. This information will be used to assist the subcommittee and Manager in determining whether the products are appropriate for the market, to promote the Market, and to educate customers.

The vendor may sell only homegrown or handmade products utilizing raw materials. No products may be purchased from another source and brought in under a participating vendor's name and resold.

1. The Monroe Farmers Market Subcommittee retains the right to refuse any vendor or product deemed not to meet minimum standards.
2. It is the responsibility of each vendor/producer to abide by all federal, state, and local regulations which govern the production, harvest, preparation, preservation, labeling, and/or safety of products offered for sale at the Market. Product liability insurance is the sole responsibility of the vendor producer.
3. The vendor/producer is responsible for obtaining all licenses or permits required for the sale of his/her product(s) to the public. Each vendor must supply appropriate forms for kitchen certifications, state permits, and all legal documents before vending.
4. One-week notice is requested for approval, paperwork clearance and location placement. Participation by a vendor with less notice will be permitted only at the manager's discretion.
5. The market subcommittee or an appointee thereof has the right to conduct an inspection of the production areas of any products sold by a vendor/producer. The vendor/producer will be given a 48 - hour notice prior to an inspection, along with the reasons for such inspection. Failure to allow such an inspection will constitute a violation of the rules and regulations. Sanctions may include a written warning, suspension or expulsion from the market, with or without a refund of all paid fees.
6. Market management has full authority to enforce all rules and regulations within the market area. Failure by the vendor/producer to comply with any of these rules and regulations may result in the forfeiture of privileges as a participant in the market for a length of time determined by market management.
7. Participation in the market by non-profit organizations and charities will be decided by the market subcommittee and Main Street Monroe's Board of Directors on a case-by-case basis. Requests from religious and political organizations will not be considered; visible donation containers for such entities are not permitted.
8. Subcommittee Members will serve a two year commitment. All voting of subcommittee Members will occur during the Fall Vendor Meeting. The Chair and Secretary Sub-Committee positions will be elected during the even-numbered years and the Vice Chair and Committee Member at Large Sub-Committee positions will be elected during the odd-numbered years. In weeks prior to each Fall Vendor Meeting, nomination ballots will be distributed to all active companies. Once the nominations have been collected, ballots will be distributed to active **companies**, one vote per **company**. Ballots will be counted by Market Manager, Subcommittee Member (not up for re-election), and a vendor. The results will be revealed during the Fall Vendor Meeting.
9. If a Subcommittee Member is unable to fulfill his/her two-year term, an interim replacement will be appointed by a simple majority vote by the subcommittee until the end of the officer's original two-year term.
10. Updated Food Safety Modernization Act requires that produce may not be in contact with the ground or pavement. There must be a barrier between the produce and the ground.

2019 VENDOR FEES

Vendor Fee includes 1 – 12'x12' canopy space	2019 Fees	Annual Vehicle Parking Fee
Season - Two (2) days each week per stall	\$120	\$20
Season - One (1) days each week per stall	\$85	\$20
Daily vendor fee (no cap) per stall	\$20	\$20
Winter Market daily vendor fee per table (2017 Vendors)	\$20	N/A
Winter Market daily vendor fee per table (New Vendors)	\$20	N/A

VENDORS

Season vendors are vendors that register to vend for the full season. There are 52 markets to the season with 26 Wednesday markets and 26 Saturday markets. A vendor may choose to vend either on Wednesday or a Saturday (one day season vendor) or both Wednesday and Saturday. A vendor that registers as a season vendor does not have to be at each market day during the season. We will try, but not guarantee, that a season vendor will have the same stall each market day provided that vendor arrives at least 15 minutes before the market is scheduled to start.

A daily vendor registers by completing an application when the vendor wants to start participating in the market. The vendor only needs to fill out one application per season but pays the daily fee each time the vendor participates in the market. Daily vendors will be assigned a space for the market based on call in time notifying the Market Manager that the vendor wants to participate in a market, the arrival time the day of the market, and the Market Manager being able to separate similar vendors. The Market Manager will try, but not guarantee, that a daily vendor may be in a similar location each market day.

VENDOR STALLS

CANOPY COURTHOUSE SQUARE CURB

- 12'x 12'
- Parallel to curb on Courthouse side of traffic lane
- Front of stall must be next to and parallel to safety line at traffic lane
- Unload product, move vehicle, then set-up canopy
- Vendors may park in County Employee lot on West side of curb as available.
- Otherwise park at least 1 block from courthouse square

CANOPY STREET SIDE CURB

- 12'x 12'
- Parallel to curb on street side of traffic lane
- Front of stall must be next to and parallel to safety line at traffic lane
- Unload product, move vehicle, then set-up canopy
- Park at least 1 block from courthouse square

VEHICLE SPACE

- Vendor may choose to purchase a vehicle space for the season
- Vehicle spaces are only available at street side curb
- Vehicle space is 8'x20' and parallel to curb
- Canopy must be between vehicle and safety line at traffic lane
- Vehicles longer than 20 feet must buy 2 spaces
- Total vendor space will be 18'curb to safety line and 20'long

VENDOR CONDUCT

1. Vendors' children less than six (6) years old must remain within their parents' stall unless accompanied by an older, responsible person. Children from 6-12 years must behave appropriately; otherwise, they must remain in their parents' stall.
2. Vendors younger than 16 require the presence of an adult at all times (state law).
3. Vendors are not allowed to bring personal pets to the market.
4. All vendors shall conduct themselves in a manner that is courteous to other vendors and the public. Disruptive and/or unsafe behavior will not be tolerated.
5. Vendors are to remain set up until market time ends, unless the manager has approved other arrangements.
6. Vendors are expected to help with the setup and teardown of the hospitality tent, tables, banners, and any other duties as requested by the coordinator and elected subcommittee members.
7. Fraudulent, dishonest, or deceptive merchandising will be grounds for forfeiture of the privilege of doing business at the market.
8. All tents and canopies must be weighted down with at least 25 lbs. on each leg to prevent the canopy from becoming airborne from setup to teardown or you may be asked to take it down.
9. All vendors must stay within their allotted stalls and may not encroach into the right-of-way of other vendors or the public without consent of the manager
10. Stalls must be kept tidy and organized and products should be clean and attractively presented.
11. Vendors are expected to set up and tear down their stalls in a reasonable length of time. Any excesses of time before and after the set market hours will be addressed by the manager.
12. Vendors, as integral representatives of the market as a whole, are expected to adhere to acceptable business principles in matters of personal conduct and appropriate personal integrity at all times. This involves sincere respect for the rights and feelings of fellow vendors, customers, and management. Inappropriate behavior, including, but not limited to obscene, abusive, threatening, sexual and discriminatory language or behavior, will not be tolerated.

MARKET PARTICIPATION:

1. Vendors must be at their stalls by 7:30am on Saturdays and 11:30am on Wednesdays
2. Vendors must pack-up their stalls so that the parking spaces are available to the public no later than one hour after market close per our use permit from the city.

3. Monroe Farmers Market vendors voluntarily participated in the collection of market sales data starting in 2016. This data includes sales by type such as cash, debit/credit, SNAP, WIC, and vouchers. Data collection also included sales by product category such as produce, meats, eggs, plants and flowers, prepared foods, value added products, and arts and crafts. Data collection is anonymous in that vendor identity is NOT recorded or associated with the actual sales data. Sales by type is important for measuring market performance while sales by product category is critical for reporting sales to the USDA to conform with grant requirements. Because of the importance of collecting this data, it is necessary that data collection is now mandatory and that all vendors must submit a sales slip form with complete and accurate data at the end of each market day. Failure to comply will be cause for the vendor to be denied participation in the Monroe Farmers market.
4. Vendors must notify the market manager of an anticipated absence from the market.
5. If an absence becomes necessary, please notify the manager by 8:00pm. the night before the market if you are going to be absent from .
6. The market manager reserves the right to reassign a vendor's stall beginning at 7:45 a.m. (Saturdays) 11:45p.m. (Wednesdays) if no notice of absence has been received.
7. The market manager has authority to extend or shorten market hours (inclement weather, special events) as deemed appropriate and beneficial.
8. Any signage required by the market must be prominently displayed at all times. Food Safety Modernization Act now requires that all produce, meat, seafood, baked goods, and canned foods vendors prominently display vendor name and contact information at their vending stall.
9. Monroe Farmers Market promotions may request vendors' involvement, support and/or products through the use of coupons, produce baskets and other types of customer appreciation strategies.

DISCIPLINARY ACTIONS:

1st offense: Verbal Warning

2nd offense: No participation at next market

3rd offense: No participation at next two (2) markets

4th offense: Not allowed to vend for completion of market season, no refunds
Disciplinary action that results in forfeiture of market participation may be appealed to the Market subcommittee to present information and reasons that the vendor believes were not adequately considered.

Main Street Monroe, Inc, via its executive director and board of directors, reserves the right to change, amend, modify, and suspend the previously listed disciplinary actions as needed.



2019 Registration/Agreement Form

Monroe, Wisconsin

2019 Vendor -Yes _____

Update contact information. Then sign and date

Farm or Business Name: _____

Vendor 1 Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Line Phone: _____ Cell Phone: _____

Work Phone: _____ E-Mail: _____

Vendor 2 Name: _____

Contact information if different than Vendor 1

Address: _____

City: _____ State: _____ Zip: _____

Line Phone: _____ Cell Phone: _____

Work Phone: _____ E-Mail: _____

Please list your authorized helpers: (Only authorized helpers on this list will be able to sell.)

Note: Vendors must be 16 years or older. Ages 12 to 15 it is mandatory that an adult be present during vendors hours)

1) _____

2) _____

3) _____

I would like to vend:

(Fees are for one 12' wide stall)

___ 2 days each week all market sessions \$120

___ 1 day each week all market sessions \$ 85

___ Day of the week _____

___ Daily vendor fee (no limit on number of days) \$ 20

___ Day of the week _____

___ Annual Vehicle Parking Fee (One payment for the season) \$ 20

Winter Market daily vendor fee, per table (2017 Vendors) \$10

Winter Market daily vendor fee, per table (New Vendors) \$20

Canopy size _____ Usual Market Vehicle (Circle One)

CAR MINI-VAN FULL SIZE VAN SMALL PICK-UP LARGE PICK-UP

Do you need electricity (if available)? _____ Yes _____ No

Number of Stalls requested _____

Please provide up to two physical addresses for your business' primary point(s) of production if you grow produce, vend value added products, or prepare foods somewhere other than the Monroe Farmers Market. **No P.O. Boxes**, please

Primary production location:	Secondary production location:
Address _____	Address _____
City _____ State _____ Zip _____	City _____ State _____ Zip _____
Farm Business Yes _____ No _____	Farm Business Yes _____ No _____
Acres Owned _____	Acres Owned _____
Acres Leased _____	Acres Leased _____
Acres Cultivated _____	Acres Cultivated _____

Identify the type(s) of products that you will sell at this market in 201. **Please circle all that apply:**

Produce ⁽¹⁾	Meat & seafood	Dairy	Eggs	Value Added ⁽²⁾	Prepared Foods ⁽³⁾	Plants & flowers	Crafts / Arts / Services
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(1) Produce refers to fresh foods that the farmers plant, grow or care for, and harvest (e.g., fruits, vegetables, nuts, beans, meats, and milk). The farmers do not process or minimally processes the products.

(2) Value-added refers to products with two characteristics

- The farmers make the foods from raw ingredients and primarily, from ingredients that they plant, grow or care for, and harvest.
- 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.)

(3) Prepared food refers to products that agriculture or non-agriculture businesses make from ingredients that they primarily purchase. They made the food at the market for immediate consumption (e.g., sandwiches, brewed coffee, etc.).

I have read and understand the 2019 Main Street Monroe Farmers Market Rules and Regulations, and I agree to abide by said Rules and Regulations at all times while vending at the Market.

(Revised: 04/15/2019)

Signature _____ Date: _____

Please make checks payable to Main Street Monroe, Inc.

Mail completed agreement to:

Main Street Monroe
Attention: Monroe Farmers Market
1717 10th Street
Monroe, WI 53566

Questions:	Ed Maksym	Market Coordinator	608-214-1330
	Luke Spear	Chair - Vendor Subcommittee	815-821-3594
	Jordan Nordby	Executive Director, Main Street Monroe, Inc.	608-328-4023

HOLD HARMLESS AGREEMENT

2019 Monroe Farmers Market

In consideration of participation in the Monroe, Wisconsin – Monroe Farmers Market, undersigned Vendor/Producer hereby agrees to hold the City of Monroe, Main Street Monroe, Monroe, Wisconsin – Monroe Farmers Market and all other Vendor/Producers and their agents, officers, directors and employees harmless from and against any and all claims, causes of action, demands, debts, damages, judgments, costs or expenses (including attorney fees), or other losses of any nature or kind arising from, relating to, or in any manner connected with their Monroe, Wisconsin – Monroe farmers Market activities. Signing this form acknowledges receipt of the DNR Chapter NR 40 rules include in the registration packet.

Name of Vendor/Producer (Please Print)

Signature of Vendor/Producer

Home phone number

Cell phone number

PRODUCE	PRODUCE	MEATS	PLANTS & FLOWERS	VALUE ADDED	ARTS CRAFTS SERVICES
Artichoke	Squash-winter	Beef	Annuals	Bakery	Aprons
Asparagus	Swiss Chard	Bison	Cut Flowers	Beeswax	Art Work
Beans	Tomatoes	Chicken	Dried Flowers	Grains	Body Products
Beets	Turnips	Lamb	House Plants	Honey	Books-Local Author
Bok Choy	Zucchini	Pork	Perennials	Jams & Jellies	Candles
Broccoli	Other:	Other:	Seedlings	Maple Syrup	Ceramics
Brussels Sprouts			Other:	Pickles	Crochet/Knit
Cabbage				Sauerkraut	Fiber Products
Carrots				Salsa	Furniture
Cauliflower				Other:	Jewelry
Celery					Needle Point
Corn-Ornamental					Pet Supplies
Corn					Signs
Cucumber					Soap
Eggplant	Fruits	Seafood	Herbs	Ready Made	Quilts
Garlic	Apples	Freshwater	Basil	Bars	Woodworking
Gourds	Blackcaps	Salt water	Catnip	Cakes	Other:
Herbs	Blackberries	Shell Fish	Chives	Cheese	
Kohlrabi	Blueberries	Other:	Cilantro	Cheesecake	
Kale	Boysenberries		Dill	Coffee	
Leeks	Cantaloupe		Fennel	Cookies	
Lettuce	Currants		Lavender	Cream puffs	
Lettuce-Spring	Cherries		Lemon Grass	Danish	
Mushrooms	Gooseberries		Lemon Basil	Donuts	
Okra	Honeydew		Marjoram	Ice Cream	
Onions-Green	Huckleberries		Mints	Pastries	
Onions	Mulberries		Parsley	Pies	
Parsnips	Muskmelon		Oregano	Popcorn	
PEAS (shell)	Pears		Rosemary	Salads	
PEAS (Snap)	Raspberries		Sage	Sandwiches	
PEAS (Snow)	Strawberries		Thyme	Other:	
Peppers	Watermelon		Other:		
Peppers -Hot	Other:				
Popcorn - (raw)					
Potatoes					
Pumpkins (baking)					
Pumpkins					
Radishes					
Rutabaga					
Spinach					
Squash-Summer					