

# Menomonie Farmers Market Handbook

*The Menomonie Farmers Market is a public 501(c)3 non-profit organization founded to support local growers and producers by offering a location for them to sell their products directly to the community.*

## 1) INTEGRITY

Menomonie Farmers Market is a **producers-only** market. This means that all products sold at the market must be grown, made or produced by vendors.

**GROWERS** - family-owned farms located in the area and offering **farm raised/grown products**

As a local grower, I certify that all produce sold at the Menomonie Farmers Market is grown by me from seeds or plugs. I will be honestly sharing my farming practices, fertilizer usage, herbicide application and harvesting time with market staff and customers alike.

As an animal/poultry/fish farmer I certify that all animal products and by-products sold at the market are from animals grown on my farm. I certify that all animals/poultry were born on my farm or purchased at a young age and have been raised on my farm no less than:

- For poultry: raised on my farm no less than eight weeks
- For beef/cattle: raised on my farm no less than twelve months
- For small ruminants & Swine: raised on my farm no less than six months
- For egg: chickens raised on my farm no less than twelve weeks

**PRODUCERS** - family businesses specializing in **processed foods made from purchased ingredients**

As a producer vendor I certify that all items I sell at the market are made by me following my original formulas, recipes, formulations, and techniques. I pledge to never use pre-mixed products sold in bulk or in kits.

**ARTISTS**— family-businesses specializing in original **handmade art or craft**.

As a local artist I certify that all items sold at the market are made by me from scratch and are of my original design, technology, and process. I pledge to never bring “kit crafts” or pre-made items.

**SERVICE PROVIDERS** - independent family businesses offering local services directly to the community. Examples include knife sharpening, bike repair, or clothing alterations.

As a service provider I certify that my services are provided by me or employees that report directly to me. My business is not part of a larger corporation or franchise.

**NON PROFIT ORGANIZATIONS** - local 501(c) organizations offering information at the market regarding their programs and activities. Sales of branded merchandise, tickets to events, etc. and collections of donations are allowed.

As a non-profit organization I certify that our organization doesn't directly or indirectly participate or intervene in any political campaign on behalf of or in opposition to any candidate for elective public office. I certify that all members representing our organization at the market will refrain from promoting any religious or political views, political candidates or parties, and will not share stances on any government policy or proposed policy changes while at the market. I understand that the market's primary mission is to support local growers and producers by offering them a location to sell directly to the community and that the market Board of Directors has the right to refuse or terminate participate to any organization that does not align with that mission, negatively impacts community participation at the market, or may put the market's 501(c)(3) status in jeopardy.

## **2) PRODUCTS SOLD AND LOCATION OF LAND**

All products and services being sold/offered during the market must be produced locally. Vendors within a 20-mile radius of Menomonie will be given preference. The Board of Directors reserves the right to include products grown or produced outside of the area if inclusion of the product will enhance the market.

## **3) NEW VENDORS**

**A new vendor is a vendor that has not participated in the market during the previous two seasons.**

All new vendors must first submit a New Vendor Form and pay a Screening Fee. This fee is non-refundable and will not be applied towards vendor participation fees if approved.

New Vendor forms are available on the market website: <https://www.menomoniefam.org/newvendorform> to be filled out and submitted electronically. Paper copies are available upon request.

A Board Member will screen New Vendor Forms and contact New Vendors if additional information is needed. After sufficient information is collected, the information will be presented to the Board of Directors for approval. New vendor participation is not guaranteed

A returning vendor is a vendor in good standing with the market and organization that has participated in any of the TWO seasons prior to the current market season. All returning vendors are provided with a current year registration packet and do not need further approval. A vendor that has their market participation terminated or has not participated in the past two seasons must re-submit a New Vendor Form.

## **4) MARKET TIMES, DATES, & FEES**

Menomonie Farmers Market will open for the summer season on the third Saturday in May and run every Wednesday 10AM - 4PM and Saturdays 8AM - 1PM through the third Saturday in October. Vendors may choose to participate in any or all days throughout the season. Winter Market dates are to be announced in September.

The Market will occur rain or shine. If a severe storm occurs during the market, vendors and customers are directed to use the bathrooms located in the band shell.

Vendor Participation Fees are non-refundable and due with registration, except for fees associated with a double spot. Fees are published on the current year registration form.

Fees are waived to any vendor under the age of 18, under the Menomonie Farmers Market "Bloom Where You Are Planted" program. The program is offered to local area residents under the age of 18 who intend to sell items they have made/grown by themselves without any help from others.

## **5) DURING THE MARKET**

Only vendors and/or their designated helpers are allowed to sell at the market. If a vendor plans to have helpers with them at the market or selling for them when they are not able to attend the market, a Helper Form, included with the registration packet, with all helpers listed must be on file.

Vendor space is approximately ten feet by ten feet. Inside the pavilion absolutely no nails, staples or other damaging fasteners are to be used. Outside the pavilion absolutely no stakes are to be driven into the grass, use of weights for each of the tent corners is required. No tape, stickers, or markings are allowed on the concrete, stones, brickwork or wood.

Vendors must furnish their own tents, tables & chairs. If a Vendor chooses to use sides for their tent, they must be those manufactured specifically to be used with a tent.

There is limited power available in Wilson Park. We will do our best to accommodate all vendors requiring power to sell their products. Vendors requiring power should ensure they have adequate generators/backup plans in the event power is not available or becomes unavailable during market hours.

Vendors preparing hot “ready to eat” foods at the market are required to prepare those items in Food Trucks or White Heat-Resistant Tents only. The edge of the tents containing open flames or open heating elements must be 10ft from the eaves of park shelters and follow any other requirements as determined by the City of Menomonie and/or Menomonie Fire Department. Failure to follow these requirements will result in immediate termination from the market.

Absolutely no dumping or draining of any liquid, grease, or food products is allowed in the park or streets. If there is an accidental spill, please report it to management at the market information table immediately. Failure to do so may result in immediate termination from the market and/or payments due to the city for clean-up.

Vendors serving foods or beverages from food trucks or tents on the west side of the park are responsible for cleaning the customers’ tables and taking their generated garbage with them or to the dumpster on the southside of the bandshell.

Vendors are responsible for cleaning and/or sanitizing their tables before placing items on the tables. Vendors may choose to use washable table covers. Vendors are responsible for cleaning their space of any debris (including flower petals/leaves and produce scraps), garbage, etc. at the end of each Market Day. Push brooms are available for all vendors to use. **Leftover produce/products may NOT be placed in the trash bins.**

Items may NOT be placed in front of vendor space. No food items may be placed directly on the ground. This rule especially applies to pumpkins, watermelons, and squash.

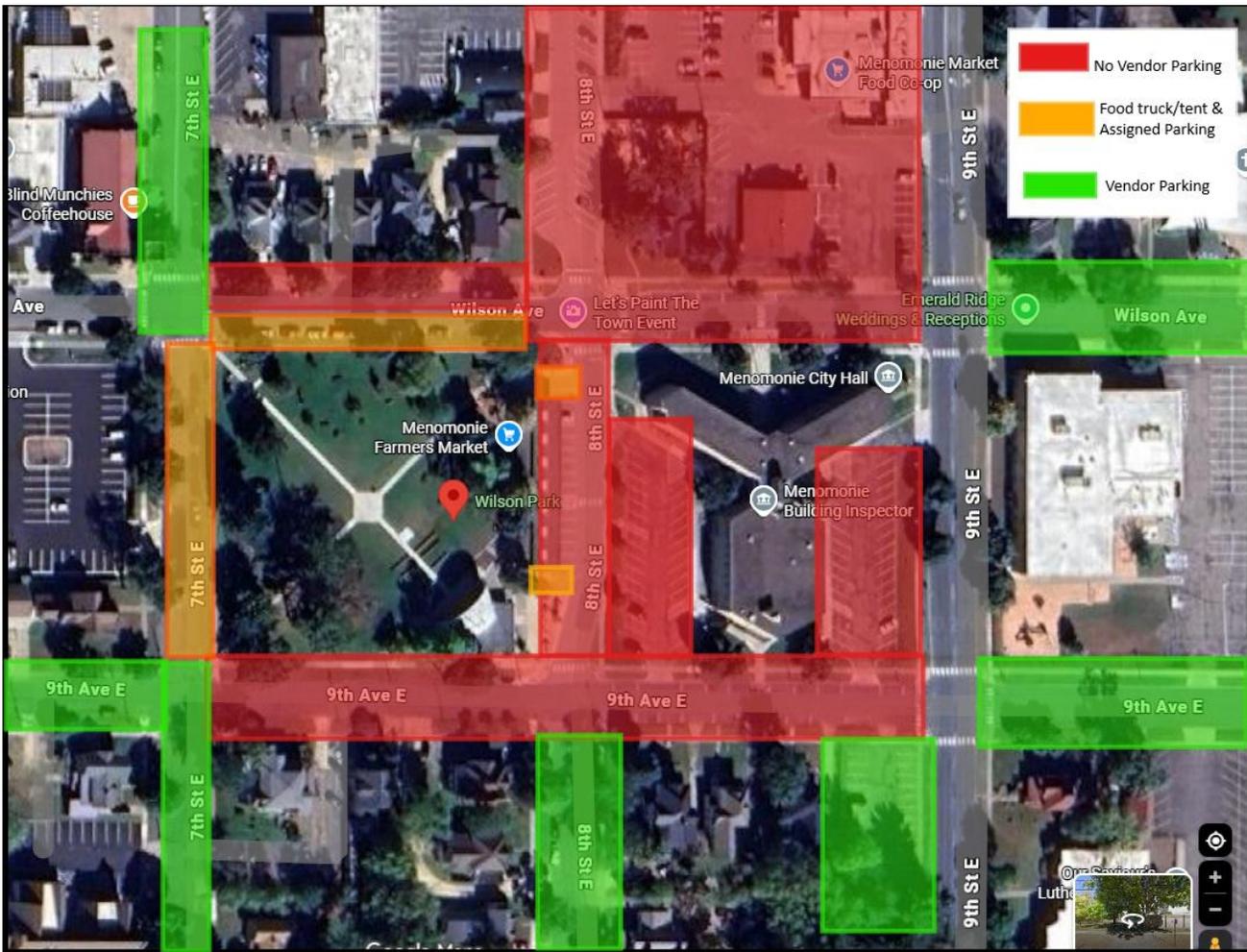
Arrival times are: 6AM-7:30 AM on Saturdays and 8AM-9:30AM on Wednesdays. Booths need to be fully set up prior to opening of the market (8am Saturday and 10am Wednesday).

In a situation where a vendor is not at the market by 7:30AM on Saturday or by 9:30 AM on Wednesday their spot is considered open to other vendors. In a situation of unforeseen circumstances, where a vendor will be arriving to the market after the normal set-up times, they must send a text or leave a voicemail to the following number: **651-327-0080 and their spot may be moved by the market manager to limit disturbances to customers and the vendors already setup.**

Vendors are to drive up, unload and move their car/trucks immediately to allow space for other vendors. Vendors may not start organizing their booth while their car remains parked in the customer parking space.

Vendors are prohibited from driving into the Pavilion or on the grass.

Vendors may only use the parking areas indicated for vendors on map below. Please ask a board member or market manager if you are unsure of where to park.



Sales are NOT allowed prior to market hours (before 8 AM on Saturday/10 AM on Wednesday).

Respect other vendors, market employees, and market customers. Profanity, yelling, and heckling will not be tolerated.

Vendors may not sublet space. One person cannot sell at two booths on the same day. This does not apply to bathroom/lunch breaks while vendors are present at the market.

Price and terms of sale are solely between buyer and seller. All prices must be displayed. All vendors agree to abide by fair business practices.

Vendors may begin to tear down their booths at 4 PM on Wednesdays and 1 PM on Saturdays.

A vendor will forfeit their spot under/near the pavilion if three or more late arrivals or early tardowns are noted.

Vendors must first tear down their booths, fold tents, have their products in bins/boxes and only then drive up to load items in the car/truck.

Vendors may leave the market earlier ONLY

- if there is a family emergency
- if they sell out prior to the end of the market day

Vendors must inform the management at the market information table that they will leave early prior to breaking down their booth or pulling away with their food truck.

Vendors may not bring animals to the market unless it is a trained Service Animal and is required due to a disability. A service animal means an animal that is individually trained to do work or perform tasks for the benefit of an individual with a disability, including physical, sensory, psychiatric, intellectual, or other mental disability. Emotional support animals, comfort animals, and therapy dogs are not service animals. A doctor's letter does not turn an animal into a service animal.

Consuming alcoholic beverages and smoking are not allowed in the market area. This applies to vendors, helpers, and customers.

## **6) CANCELLATIONS**

If a vendor is not able to attend the market for any reason and must cancel, they need to contact the market no later than 6AM on Saturdays and 8AM on Wednesdays. Cancellation notices can be sent via email to: [menomoniefarmersmarket@gmail.com](mailto:menomoniefarmersmarket@gmail.com) or via text message to 651-327-0080. Vendors will forfeit their fee for the day.

**No-Shows** - Any absence of a vendor without prior notice will be considered a No-Show. Three No-Shows during a season will result in their vending space being assigned to other vendors for the remainder of the season and may result in termination of vendor participation.

## **7) SPOT ASSIGNMENT**

Spots are pre-assigned by the Board of Directors. Vendors may request a special place for health reasons only. Priority to use spaces under the pavilion will be given to full time farmers and food producers.

Vendors will be assigned stalls prior to the first market day based on a type of product they offer, number of days in attendance and number of vendors accepted. Spots will be assigned ONLY for the days that are specified on the Vendor Registration Form.

Only full-time vendors who provide a completed registration packet by May 1st will be assigned to have the same spot throughout the season. Full-time vendors placed under the pavilion who cancel more than 3 days in a row, 3 Saturdays in a row, or 3 Wednesdays in a row may have their spot reassigned for the remainder of the season.

Vendors attending less than a full season (attending both Wednesdays & Saturdays) or completing registration after May 1st are not guaranteed to be assigned the same spot each day and may be moved as spots become available. The board members will make every effort to assign spots in the same area, but that is not always possible.

Vendors may request to reschedule or add days not included on their original registration form. This request must be in writing and at least FIVE DAYS prior to the dates affected by those changes. Payment for any added days is required via check or money order prior to set-up on the added day.

Double spots may be available and can be requested on the vendor registration form. A double spot is not guaranteed and is subject to approval and space availability.

## **8) STATE LICENSES, PERMITS AND LABELING**

It is the responsibility of every vendor to know if it is required to collect and remit Wisconsin Sales Tax. All vendors must complete the Temporary Event Information Form and submit a copy of their Seller's Permit or indicate their reason for exemption on the form.

All permits and licenses are the sole responsibility of the vendors. Vendors must submit copies of all permits/licenses with their registration OR at least five days prior to the first day of attendance if licenses are still being processed. Vendors are responsible for providing an update via email or text if their licenses are being revoked, annulled, re-issued or annually renewed within one week of the licensing change.

Only **licensed vendors** offering **processed or “ready to eat”** foods will be approved to participate, *unless exempt from licensing*. Home bakers may be approved if inclusion of their product will enhance the market and have a letter/email from Dunn Co Health Department confirming their products are exempt from licensing.

Vendors selling processed produce, flavored honey or flavored maple syrup must have a food processing license. Only unprocessed produce, raw honey, and raw maple syrup is allowed for sale without a license.

It is suggested that all permits be displayed for customers to view.

Vendors may not advertise that they have organic products unless they have been certified organic. A copy of the certification must be on file with the Market.

All vendors agree to obey General Food Labeling Guidance provided by DATCP - [https://datcp.wi.gov/Pages/Programs\\_Services/FoodLabelingGeneral.aspx](https://datcp.wi.gov/Pages/Programs_Services/FoodLabelingGeneral.aspx) and follow all labeling requirements as applicable to the product they sell. All labels must include the name of the business/maker, including any labels packaged by a third party.

## **9) MARKET TOKENS / EBT / FOODSHARE PROGRAMS**

All market vendors must accept the yellow market tokens. Vendors selling SNAP-eligible products must accept the green market tokens, complete the SNAP/EBT Program Vendor Agreement, and must display a sign provided by the market that they are accepting green market tokens.

### How the token program works:

- The customer brings their EBT or credit/debit card to the market information booth. They decide how much they want to spend at the market and purchase tokens.
- The customer shops at the market using tokens like cash.
- At the end of the market day, each vendor turns in all tokens received at the market information table.
- The Menomonie Farmers Market staff will process a payment each Monday for tokens turned in during the previous week via mailed check through WESTconsin Bill Pay.
- Token checks must be cashed within 60 days of issue. If not cashed within 60 days, staff will follow-up with the vendor once to ensure they have received the check and have the correct address on file. After 90 days from issue, the check will permanently expire through WESTconsin and will not be re-issued by WESTconsin or Menomonie Farmers Market.
- No US currency is to be given as change or exchanged for tokens in any manner. The sale must be for the exact amount or the customer can make up the difference with cash.

- Accept only Menomonie Farmers Market green or yellow tokens. No other market association tokens can be accepted at this market. Customers with old wooden tokens must be directed to the market information booth.
- All food-stamp eligible food items, food seeds and food plants can be purchased with either green or yellow tokens. No hot food or non-food items such as flowers, clothing or crafts can be bought with green tokens, but may be purchased with yellow tokens.

### **Farmers Market Nutritional Program (FNMP) for Seniors and WIC**

All vendors selling fresh produce or herbs must be authorized to accept FMNP checks and display the yellow FMNP vendor sign.

To get authorized, visit <https://www.dhs.wisconsin.gov/wic/fmnp/farmers.htm> to complete:

- the qualification questionnaire
- the recorded or written FMNP Farmer Training
- the post-quiz.

Once the steps are completed, you will be emailed an agreement to sign and be provided with the yellow vendor sign.

New farmers who don't speak English or use technology will still need to be trained in-person, virtually, or on the phone, which they can schedule by contacting Grace Poliak via phone 715-231-6461 or email [gpoliak@co.dunn.wi.us](mailto:gpoliak@co.dunn.wi.us)

**Customers using tokens or FMNP checks must receive the same respect as other customers.**

## **10) SOCIAL MEDIA**

Vendors may not act as a Menomonie Farmers Market representative on any social media platforms and speak as Menomonie Farmers Market unless they are assigned to manage the Menomonie Farmers Market social media page.

Vendors may not create pages or events on social media for the Menomonie Farmers markets. All events are created by the official Menomonie Farmers Market page and vendors may add those events to their personal or business pages.

If a vendor shares they are not going to be attending the market on a specific day, that post must not make it look like the market is cancelled. This is especially important when a vendor chooses not to attend based on the weather since the market is open rain or shine.

Vendors are highly encouraged to tag Menomonie Farmers Market, post in events or on the Facebook page for the Menomonie Farmers Market.

Market management will do their best to share vendor's posts to the market page, if the post is made public. Management cannot see vendor's posts on social media if they were blocked.

Vendors give Menomonie Farmers Market permission to use pictures of their farm, processes, products or finished work taken by the Menomonie Farmers Market staff during a farm/business visit or at the market and to also share public pictures or posts of their business retrieved electronically from businesses' social media (FB, Instagram or other).

Use of Menomonie Farmers Market logo is allowed with written permission only.

## **11) FARM/BUSINESS VISITS**

The goal of the farm/business inspections process is to verify that our vendors are upholding the producer-only rules of Menomonie Farmers Market and helps maintain the trust of our customers. The claims that are made about the Menomonie Farmers Market and what is sold there are the foundation of a relationship between vendors and the public.

### **At-Market Inspection**

- Performed by the market manager or a board member at the market.
- Products available for sale are cross-referenced with products listed on the registration form
- Available products, packaging, boxes, truck, product labels, etc. may be photographed
- A spot-check of required licenses, recipes, processing invoices etc. may be conducted
- Discussion regarding operations, involvement, growing practices, varieties, etc. may occur with the vendor

### **Challenge visit**

Reason for a challenge inspection: a complaint from a market vendor, market patron or an anonymous complaint. A board member or market manager must first present the complaint to the board of directors to determine if a challenge inspection is appropriate.

### **Challenge Visit Protocol**

1. A vendor is notified of a complaint with general wording and no details are provided.
2. A farm/business visit is scheduled to be performed at earliest convenience by at least two board members. The vendor in question may not attend the market until a visit is performed.
3. All challenge visit materials are turned in to the board of directors for further voting.
4. The vendor is notified of the voting results and given a copy of inspection forms.
5. Decision is final and may be appealed to the Board of Directors only if the vendor's market participation is terminated.

In a situation that a complaint is found sufficient, and a violation is found during the Challenge Visit the following decisions can be made:

- Issue a violation/warning. After 3 violations, market participation may be terminated
- Suspend-market participation for a specified number of market days/weeks
- Terminate market participation for the rest of the season and/or future seasons
- Prohibit sale of a specific product/group of products for the rest of the season

Inspection forms remain in the vendor's file for three years. The Menomonie Farmers Market strives to inspect vendors in a manner that is fair, transparent, and equal. If the name and contact information of the person submitting a complaint is known, then a letter with the inspection results will be sent to the addressee.

**The Market Manager and Board of Directors will enforce all rules and expectations. Disregard for any market rules will cause action to be taken. Market Manager and/or the Board of Directors retains the right to prohibit a vendor from participating in the market, without a refund, if the expectations outlined in this document or shared with vendors during the season are not being met.**

## **CONTACT INFORMATION**

**Market Staff share the following Email: [menomoniefarmersmarket@gmail.com](mailto:menomoniefarmersmarket@gmail.com) and Phone: 651-327-0080**

**To reach the Board of Directors only, please email - [Board@menomoniefam.org](mailto:Board@menomoniefam.org)**