



# 2023 Mukwonago Farmers' Market Rules & Regulations

The Mukwonago Farmers' Market (MFM) strives to host a Market that benefits our local growers, producers, consumers, and our community. The MFM Committee has composed the following rules and regulations to ensure we host the best market possible. A Market Manager will be retained to assist in set up, enforce rules and regulations, and manage the daily activities at the Market. Failure to comply with the rules of the Market can result in the vendor's dismissal from the market. MFM maintains right to change the rules and regulations, as necessary.

## Market Location & Operation

The Mukwonago Farmers' Market is located at Field Park (Corner of Hwy 83 and NN/Veterans Way). The Market will operate every Wednesday, May 17th through October 11th, 2023, except for June 14 (Summerfeste). The Market will be open from 2 - 6pm. The MFM operates "rain or shine."

Vendors can begin setting up at 1pm. Vendors **MUST** be set up by the start of the Market at 1:45pm. Selling at the Market shall begin **promptly at 2pm and not before**. Vendors may sell to one another prior to the 2pm start time. Vendors **MUST** remain set up until the close of the Market at 6pm. Any late arrivals or early departures must be approved by the MFM Manager.

We will continue to follow the Department of Agriculture guidelines; we will update you closer to the Market.

## Vendors

Only Wisconsin grown or produced items that meet all applicable federal, state, and local rules and regulations and approved by the MFM Committee may be offered for sale. To qualify as a producer, you must own or rent land on which your products are grown or raised. You must plant, maintain, harvest and market the produce you sell. Products other than farm produce must be made or produced locally by the vendor. By signing the application, you agree to a location inspection.

**A Certificate of Liability Insurance is required with a copy include with your application.**

Persons selling must be family members or paid employees. No brokers, agents or commissioned sellers may sell products at the Market.

It is the Vendors responsibility to have ALL the necessary paperwork, such as licenses and permits, filed with the County and State prior to selling at the market and **MUST** comply with their rules and regulations while selling at the Market. The Health Department may conduct random inspections.

Vendors who use a scale must have the scale inspected and licensed and comply with all regulations as determined by the Department of Weights and Measures.

Produce, plants, food and limited artisans are welcome to attend all season. Additional artisans are invited to attend the Market on the first Wednesday of each month.

MFM encourages Vendors to participate in the WIC Farmers' Market Nutrition Program (FMNP). This program was established to provide fresh, unprepared, locally grown fruits and vegetables to WIC participants.

While no vendor is given 100% exclusivity, there may be a waiting period until the demand grows or the current vendor(s) is no longer selling at the Market. The MFM Committee will determine vendor make-up and expansion.

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With spaces available – approval will be based on the following: Attendance of Previous Year; Date of Application Received; Previously Approved Vendors; Seasonal over Daily Applications; Types of Products Sold (to avoid duplication and ensure a strong selling Market).

### Vendors or products not admitted to the Market

Produce not grown in Wisconsin, multi-level marketing, network marketing and pyramid scheme groups, religious groups, political groups, Hawkers (Vendors who are overly aggressive to customers who walk by), Real Estate Agents, Insurance Agents, Financial Advisors, and any other business that the MFM Committee does not see as a good fit for the Market.

### Stalls

Vendors shall only occupy the stall they have rented. Each stall space is 10ft x 10ft with room for one vehicle to be parked directly behind their rented stall. Tents should be weighted for safety.

No more than two stalls will be available to any vendor. At times, MFM may need to adjust the position of a booth to accommodate traffic patterns in the park or if there is a natural hazard such as a tree or mud puddle in your stall. The MFM has the final say as to where your booth will be located.

If the vendor does not occupy the stall by 1:45pm, the vendor forfeits the stall and any prepaid fees for that day.

No electricity will be provided.

All vendors are expected to display professionally, post all prices of products, and clean up their stall after each market.

### Attendance

Every effort should be made to note attendance plans on the originally submitted application. Any changes to attendance plans should be brought to the attention of the MFM Manager as soon as possible. We understand emergencies can happen; however, the Market Manager strives to eliminate gaps in the market.

- Seasonal vendors must inform MFM Manager by 10am on Market Day if you will NOT attend.
- Weekly vendors must inform the MFM Manager by 10am on Market Day if you WILL attend. Check-in and payment will be required PRIOR to setting up.
- If three (3) markets are missed, the Farmers' Market Committee will review and vote as to your further participation in the market.

**\*\*First Offence: Verbal Warning - Second Offence: Written Warning - Third Offence: Possible Removal**

### Entertainment

Entertainment and activities are planned by the MFM. Vendors may not play radios or other sources of music.

### Community Tent

Non-profit and community organizations may apply for booth space on a limited basis to be determined by the Farmers' Market Committee. Community Partners can promote their organization and any future events through promotional materials. No tips, donations or selling of items are allowed.

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## Fee Schedule

MFM has established the following fee schedule for the market:

Seasonal Vendor (All 21 Wednesdays): \$220 per stall to be paid in full at time of registration.

Daily fee: \$25 to be paid the day of Market, PRIOR to set up. "Special Event" Daily Artisan fee: \$25

All effort will be made to keep Seasonal vendors in the same stall week to week. Vendors paying a daily fee will be placed in available stalls as the MFM assigns.

**No refunds will be given.**

## Staffing & Security Insurance Liability

The MFM Manager will be on site every Wednesday during the Market season. The MFM Manager is responsible for the following:

- Oversee operations of the MFM during operating hours.
- Work with vendors on daily and seasonal stall assignment and fee collection.
- Prepare daily and monthly reports on vendor and visitor attendance, products being sold, maintenance, schedule, etc.
- Enforce Rules and Regulations.
- Call the Mukwonago Police Department in the event of a problem.
- Other related duties as assigned by the MFM Committee.

## Promotion

The MFM runs ads in various media, and makes and distributes signs, posters, and flyers. MFM reserves the right to share vendor names and images taken at the Market with media outlets for Market promotion.

## Notice of Nondiscrimination

The MFM Committee is committed to the policy that all persons shall have equal access to programs, facilities, and employment without regard to personal characteristics not related to ability, performance, or qualifications, as determined by organizational policy or by local, state, or federal authorities. It is a policy of the organization to maintain an environment free of discrimination, including harassment MFM prohibits discrimination and harassment against any person because of his or her sex, race, color, creed, religion, national origin, disability, ancestry, age, sexual orientation, pregnancy, citizenship, military status, or any other protected classification. Discrimination or harassment will not be tolerated at the MFM.

Mail or Email Applications, Payment, and Certificate of Business Insurance prior to January 1, 2023



# Mukwonago Farmers' Market

Every Wednesday: 2 - 6pm

May 17 - October 11, 2023

Field Park (HWY 83 and NN/Veterans Way)

## 2023 Vendor Application

Business Name \_\_\_\_\_ Business Phone \_\_\_\_\_

Owner Contact Name \_\_\_\_\_ Mobile Phone \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_

Zip \_\_\_\_\_ E-mail \_\_\_\_\_

\*\* The following individual will be our day-to-day contact to correspond with should weather be an issue

Representative at Market \_\_\_\_\_ Mobile Phone \_\_\_\_\_

List ALL items to be sold, with description if necessary (Note: items not listed on this application may NOT be sold at the Mukwonago Farmers Market without further approval):

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\*Seller Permit Number (if applicable) \_\_\_\_\_

Are you a WIC/FMNP Vendor? Circle one YES NO If so, permit number \_\_\_\_\_

**Producers** – Welcome to join any/all markets

\_\_\_\_\_ Seasonal Vendor \$220 per stall (limit 2) for all 21 weeks (May 17<sup>th</sup> – October 11<sup>th</sup>) (No June 14<sup>th</sup>)

Note any dates you know you will NOT attend Market: \_\_\_\_\_

Payment due in full at time of application. **No Refunds.**

\_\_\_\_\_ Weekly Vendor \$25 per stall per week . Payment due prior to set up. **No Refunds.**

**Artisan** – Welcome to join the two “Special Events” in June & Sept - dates TBD

\_\_\_\_\_ Pay \$25 per stall per special event. Payment due prior to set up. **No Refunds.**

Submit Application by: January 1, 2023 Amount of check enclosed (if applicable): \_\_\_\_\_

(Initial) \_\_\_\_\_ I have read the 2023 Farmers' Market Rules & Regulations and agree to comply.

(Initial) \_\_\_\_\_ I understand the following repercussions should I repetitively miss market day:

First Offence: Verbal Warning - Second Offence: Written Warning - Third Offence: Possible Removal

The renter of a market booth holds harmless the Mukwonago Area Chamber of Commerce & Tourism Center and the Village of Mukwonago, from and against all causes of action, claims, demands, suits, liability, or expense by reason of loss or damage to any property or bodily injury to any person, including death, as a direct or indirect result of use of any rented or occupied market space or in connection with any action or omission of the renter who shall defend the above (Mukwonago Area Chamber of Commerce and Tourism Center) in any such cause of action or claim.

Signature \_\_\_\_\_ Date \_\_\_\_\_

Mail to: Mukwonago Area Chamber of Commerce, 100 Atkinson St. Mukwonago, WI 53149  
(262) 363-7758

Email to: mukwonagofarmersmarket@gmail.com