



Port Washington Farmers Market Market Rules **(Please Read Through Completely)**

We pledge to do everything we can to operate a safe and healthy market space to provide the community a seasonal gathering place where local farmers and entrepreneurs can sell their *locally-grown* and *locally-made* products directly to the customers, building a connection between the food we eat and its origin. Our goal is to provide healthy foods, unique specialty goods and gifts, kid-friendly education, and most importantly, a place to meet, shop and support local businesses.

The Port Washington Farmers Market is a **producer-only market** - all products must be grown or made by the vendor. While there may be special exceptions to this rule, it will be case-by-case, year-to-year. All products that vendors intend to sell must be included on the application and approved by Market Management.

Code of Conduct:

Vendors are required to follow a code of conduct that provides great customer service and good relations with fellow vendors. If conflict arises, it is the vendor's responsibility to involve Market Management. We are available during market hours to help handle and diffuse a conflict when necessary.

Signage:

All vendors are encouraged to display a large (suggested minimum 12" x 24") sign stating the name and location of the farm or business. All vendors are required to display prices of products being sold. If any product has been accepted into the market by Market Management that was not produced directly by the vendor (such as a product not offered by any other vendor but still farmed or produced locally), there must be signage displayed stating origin of product. Certified Organic products must be clearly labeled, with proof of valid certification provided at market upon request; the same is necessary for all required licenses and certifications.

Application:

****Please read carefully as some have changed****

Applications are due by February 21, 2025. Final confirmation of vendor status/dates by Market Management will be made no later than March 28, 2025. Once Market Management has contacted you to confirm participation, you must pay your market fees prior to May 23rd.

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Applicants must list on application all products they intend to sell. Please be specific on the product and/or produce your business is planning to sell. Market Management will reach out for clarification on general produce terms. Example: Tomatoes, Sweet Potatoes, Yellow Onions, Pumpkin, Fall Squash, Gourds, etc. **Refrain from using general categories like: Produce, Fall Produce, etc.** In the product section, please

indicate primary and secondary product. Primary products would be products the applicant “needs” to bring to the market and would be a main product. Secondary product would be any additional side products or produce the applicant wishes to sell. For example, if your business is as a produce vendor but you want to supply coffee as well, the primary and secondary product section should look like this: Primary - Corn, Tomatoes, Etc. Secondary - Coffee. Market Management shall review and then accept or deny products. Vendors adding new items during the season must first submit in writing at least one week in advance and have approval from Market Management before selling those items. The Market Management has the right to do farm or site visits to view production or products. All vendors are required to comply with applicable local, state, and federal laws, rules, and regulations. The vendors must comply with all applicable food safety regulations. Vendors are required to obtain all appropriate permits or licenses and have ready to provide upon request at each market (see section below). We do welcome vendors producing products under Wisconsin Cottage Law.

IRS S240 Form:

A form S240 is required for all vendors at the market per Wisconsin tax law. You must submit the form along with your application. We will submit these forms to the WI Dept of Revenue monthly throughout the market season.

Special Dates:

****Please read carefully as some have changed****

This year, there will be NO FARMERS MARKET on Fish Days, July 19th.

We will run a Farmers Market the day of Fall Street Festival, Saturday, October 4th, in our normal Farmers Market area and format, however, it will run from 11 am to 5 pm, during the Festival times. We are calibrating each year to determine the best course of action for the Market and the festival and the safety of event attendees. If you are interested, circle the date on your application. There are 10,000+ attendees that day, bringing a lot of extra foot traffic. If you prefer to have a space on Franklin Street for the \$75 vendor fee, contact Kristina at pwmainstreetdirector@gmail.com.

This year, we are also creating 3 market events called “Mega Markets”. These will be the last Saturday Markets in June, July and August (6/28, 7/26 & 8/30). The goal is to have an additional 10-15 vendors added to the market to create a summer event. We will have the normal market area plus Main Street continuing on the other side of the intersection of Wisconsin Street. No additional fees will be required for this market.

Participation Options on Application:

Please note that our stall size selections have changed. We no longer have 15’, 20’, and 30’ stall sizing options. There will only be 1, (1.5 option for only full season) or 2 stall options available. 1 Stall = 15’.

FULL SEASON vendors are expected to be present each week and pay a seasonal fee (\$300 for the season for 1 stall; \$375 for the season for 1.5 stalls, or \$450 for the season for 2 stalls).

HALF SEASON vendors will attend the market twice per month (or 10 dates) and pay a seasonal fee (\$150 for 1 stall, \$225 for 2 stalls).

PART-TIME In order to have the greatest diversity of products at the market and to accommodate vendors who only wish to participate occasionally, we create part-time vending opportunities. Such participation is subject to space available. Vendors can select the dates they hope to be at the market, which are less frequent than weekly, and they pay a daily fee of \$25. Approval is based on availability at the market.

ADD'L STALLS There are 6 additional stalls for area businesses, market sponsors and community organizations to sell goods, provide information or charitable works. These stalls are for one-time or occasional use during the season by community businesses, churches, and non-profits.

Licenses/Permits/Insurance:

The vendor is responsible for obtaining all licenses and permits required for the sale of his/her product to the public. Vendors are also responsible for their own insurance. All produce must be sold by legal weights and measures. Sellers are responsible for having their scales certified for compliance.

- Vendors selling home baked or canned goods must have a valid Wisconsin Food Processing License or be covered under Wisconsin Cottage Law
- Vendors selling eggs must have a valid Wisconsin Department of Agriculture Retail License (Egg Endorsement Form).
- Vendors selling meats must have a valid Wisconsin Department of Agriculture Official Meat Establishment License.
- Vendors selling dairy must have a valid Wisconsin Department of Agriculture Dairy License.
- Vendors selling food items processed on site such as egg rolls and/or cutting samples such as cheese, fruits and vegetables on site must have Wisconsin Temporary Restaurant license for on-site processing.
- CBD and hemp products must be grown by the vendor, be DATCP approved, be 3rd party tested, and if not self-processing, vendor must disclose who is processing (in Wisconsin).

Questions regarding state permits can be directed to Raymond Stigler, State Food and Safety Inspector, 262-939-2861. Questions regarding local state/county licenses can be directed to the Ozaukee County Health Department, 262-284-8170.

****A current valid copy of any/all required licenses must be on file in the TBA-TFM office prior to selling at the market. NO EXCEPTIONS - this is a state requirement.****

Acceptable Items for Sale:

Home grown produce, edible grains, fruits, maple syrup, honey, eggs, meats, dairy, cut or dried flowers, indoor/outdoor plants, pet treats, vinegars, jam, jelly, sauces, bakery (including homebaked) and home canned goods that are labeled and processed in accordance with the State of Wisconsin Food Processing Standards. Also included are CBD products, soap and body care products, health and wellness products that are made by the individual selling them. Additional items such as crafts, etc. will be

considered in accordance with the “Made in Wisconsin” theme. Note: if your product doesn’t fit in any of the following categories, please contact Market Management for guidance.

Items that cannot be sold include:

Live animals, garage sale items, or multi-level marketing company products. There will be no reselling of wholesale purchased items allowed. Market Management reserves the right to deny items on a vendor’s requested products list to maintain the integrity of items found at the market and to avoid saturation of products into the market.

Market Music:

Local musical groups can sign up to play during the market. If you are a musician interested in sharing your talents playing at the market, please send an email to portfarmersmarket@gmail.com.

Market Set-Up Procedures:

****Please read carefully as some have changed****

The Market will run 8:30 am to 12:30 pm, in line with the natural attendance times of customers. Trucks and vehicles may begin setup at 6:00 AM. **All vendors must arrive with their vehicle by 7:30 AM.** If you arrive late, you will not be admitted into the market with your vehicle and must park elsewhere to haul items over if you still wish to participate. No refunds will be given. There is to be no packing up early, all vendors must stay open until 12:30 PM. The only exceptions are incumbent weather or emergency. Clean up must be completed in one hour or less, because of parking hours allotted on the street. We strongly recommend using a pop-up tent WITH WEIGHTS for your vendor booth to create a consistent look throughout the market.

Vehicle Rules Regarding Market Spots:

****Please read carefully this area is new****

It is stated in the **Market Set-Up Procedures** section that all vehicles must be within the market by 7:30. In addition to this, if the vehicle at the market does not fit within your vendor booth lines (**regardless of arrival time**), you will be asked to remove the vehicle from the Market. Refusal to do so is cause for potential removal from the Market in future weeks and years. **Please make sure applicants select a large enough stall. If there are questions after applications are accepted and prior to the Market, please reach out to the Market Management.**

We look forward to a busy, safe, and fun market season!

Market Manager: Jon Goetz, portfarmersmarket@gmail.com, (262) 305 6883

Main Street Director: Kristina Tadeo, pwmaintretdirector@gmail.com