

Monroe Street Farmers' Market
Edgewood High School Parking Lot
2219 Monroe Street, Madison, WI 53711
Sundays, 9:00am – 1:00pm
May 5th - October 27th, 2024

The Monroe Street Farmers' Market (MSFM or Market) is located in the heart of Madison's near westside, within easy walking and biking distance of the Vilas, Regent, and Dudgeon-Monroe neighborhoods. MSFM strives to provide a diverse offering of local and fresh produce, handmade crafts, artisanal goods and food items, breakfast and lunch items, live music, and free family-friendly activities every Sunday from the first weekend in May through the last weekend in October. The Market's mission is to:

- Provide for the direct marketing of high quality, reasonably priced produce and goods within walking and biking distance of Madison's near westside neighborhoods;
- Create opportunities for local, small, and independently-owned enterprises;
- Preserve the unique agricultural heritage of the Madison area by strengthening the connections between urban and rural, consumer and producer;
- Provide a space for community engagement, interaction, entertainment, and cultural enrichment; and
- Build and strengthen the community by welcoming neighborhood residents and visitors to a vibrant weekly gathering.

General Information

Market manager: Amber Middleton
Email: manager@monroestreetfarmersmarket.org
Phone: (608) 708-9071

www.monroestreetfarmersmarket.org
www.facebook.com/MonroeStreetFarmersMarket
www.instagram.com/MonroeStreetFarmersMarket

The current members of the MSFM Board of Directors (Board) are included in Appendix 1.

The Board meets monthly. MSFM reserves the right to change the following policies at any time. If the Board makes a policy change, Market vendors will receive notice of the change.

Monroe Street Farmers' Market Rules and Policies

Vendor Selection

Vendors wishing to participate in the Market must complete an "Application for Permission to Sell" form and submit with the application all applicable licenses pertaining to food processing establishments and all other required permits.

The Board will review all applications and reserves the right to select all vendors who will

participate in the Market. The Board considers the following criteria when approving vendors:

- The products reflect the Market's mission and goals;
 - The product increases the selection and diversity of products available at the Market;
 - If the vendor has participated in the Market previously offering the same or similar products;
- and
- The vendor demonstrates the ability to provide a sufficient supply of products for sale;
 - The vendor has demonstrated compliance with the market's rules and attendance policy;

See Appendix 1 for fees and deadlines.

Vending Options

It is the expectation of the EFM that the farmer/farm family be available at market to manage the stand. The intent is to have one person available who is integrally involved in production to answer customer questions.

A. Full-Season Vendors

Full-season vendors are granted the right to sell at the market for the entirety of the market season. They must apply by the application due date in March. If approved, full-season vendors pay a lower per-market rate, which is paid as a lump sum at the start of the season.

B. Partial Seasonal Vendors

Vendors whose products are limited seasonally may apply for a partial season comprised of ten or more markets. Vendors must include their preferred dates within their applications. All dates must be approved in advance by the Market Manager. These vendors pay an intermediate rate. Full payment is due on the vendor's first market day.

C. Daily Vendors

Daily vendors are approved on a week-to-week basis by the market manager and pay a higher per-market rate.

Daily vendors must submit the "Application for Permission to Sell" form no later than the Thursday prior to the market they wish to sell at. Available stalls will be allocated by the Market Manager on a first-come-first-served basis beginning on the Monday prior to the market. The daily fee must be paid to the Market Manager prior to set-up at the Market.

Qualified Helpers

Each application must list all individuals who will sell goods on behalf of the vendor. Any individuals not listed on the initial application must be approved by the market manager prior to selling at the market.

A vendor or qualified helper, listed on the application, must be present at each market. Vendors who

do not have a qualified representative at the stand will not be allowed to sell.

Changes to qualified helper should be submitted in writing (via email) to the Market Manager prior to the helper's attendance.

Permitted Products

All items must be grown, gathered, produced, and/or processed in Wisconsin by the vendor. Ingredients of artisan products should be sourced locally if possible. The vendor application shall detail the vendor's relationship to the goods being sold.

All processed products must be properly labeled in accordance with the State and Federal labeling laws.

Purchasing items from other vendors or producers for direct resale at the Monroe Street Farmers' Market is not allowed.

Vendors may display, sell, deliver, and take orders for only those Monroe Street Farmers' Market approved products they themselves produce.

Any craft items must be handmade by the vendor.

Franchises, if based in Dane County or Wisconsin, will be considered for vending.

The Board shall approve all products within a vendor's application.

The vendor must list on their application all products they intend to sell. Vendors may not sell any products not listed in their application without prior approval from the market manager.

The Board shall have discretion in deciding what products are consistent with the objectives, values, and long-term vision of the Market.

Stall Set Up and Clean Up

All tent stalls must be set up in assigned areas between 8:00 a.m. and 8:45 a.m.

All vendors must be ready to sell to the public by 9:00 a.m.

All tent stalls must be taken down, and all materials and refuse removed between 1:00 p.m. and 2:00 p.m. The market site must be vacated by 2:00 p.m.

Vendors must notify the market manager in advance if they need to arrive late or leave early and receive pre-approval to do so.

Vendor stalls will not exceed ten feet in width.

Vendors must provide their own tents and tables.

All tents, canopies, and umbrellas must be tightly secured, and adequately weighted at all times.

Attendance

Seasonal vendors are expected to miss no more than three markets during the season.

If a vendor must miss a market for which they are approved to sell, they shall notify the Market Manager by the Monday preceding the market date. If unforeseen circumstances arise, the vendor should notify the manager as soon as practicable.

Stall Assignment

Full-season and partial-season vendors will have pre-assigned stall sites for the duration of the season.. Tent stalls for daily vendors, as well as daily parking stalls, are assigned on a first-come, first-served basis by the Market Manager.

Parking

Fees include parking for one vehicle. Parking will be assigned by the Market Manager.

Licenses, Permits and Regulations

All sellers must abide by, and all products must comply with, all applicable federal, state, and local regulations governing health, packaging, labeling, taxes, scales, weights and measures, etc. Those vendors proposing to sell items which require licenses or permits must have these licenses or copies of the licenses available for inspection before these individuals will be allowed to sell such items at the Market.

Signage and Labeling

Vendors must post signs clearly indicating the price of all products offered for sale.

All Vendors using the term "organic" must follow the federal regulations, with appropriate organic certification on file with the Market and available at the Vendor's stall.

Insurance

Vendors are responsible for their own personal liability and product liability insurance. The Market encourages Vendors to obtain personal liability insurance. Liability related to the actions of Vendors or their products is not covered by the market's insurance.

SNAP Tokens

The Market will issue tokens and market bucks to customers who redeem SNAP benefits at the market. Vendors agree to accept tokens issued by MSFM as currency. For information on which products are eligible for SNAP benefit purchase, please review [this document](#).

NEW in 2024: CAC will be implementing the rule change to only match Double Dollars for Fruits and Vegetables starting April 15th, 2024.

The Market Manager will collect these tokens at the end of each market, and reimbursements will be issued monthly.

Potentially Hazardous Foods

"Potentially hazardous foods" are so defined by the Madison Department of Health: "Potentially hazardous food means any food which consists wholly or in part of milk, milk products, eggs, meat, poultry, fish, shellfish, edible crustacean or other ingredients, and which is capable of supporting rapid and progressive growth of pathogenic, infectious or toxigenic microorganisms."

It is the responsibility of the vendor to abide by the Madison Department of Health guidelines concerning the vending of such products. If any vendor is deemed to be in violation of health codes pertaining to such products, the Market Manager will take the following measures:

- The vendor of such a product will be immediately removed from the Market for that day.
- The proper regulatory agency will be notified as soon as possible.

Tobacco and Alcohol

Both vendors and Market attendees are prohibited from smoking and/or consuming alcohol in the market area. Open containers of alcohol are not permitted.

Noise/Fumes

Loud music (i.e. that is not part of the Market entertainment), and other noises, which might interfere with the rights, comforts or convenience of other vendors or market attendees, is not permitted.

Vehicle engines may not be left running during market hours.

The use of generators must be explicitly approved by the Market Manager and included in a vendor's application.

Vendor Conduct

Vendors shall conduct themselves in a manner that is courteous and respectful to other vendors, Market personnel, and the public. It is essential that vendors act with honesty and propriety.

Vendors shall conduct themselves in a manner that preserves and enhances public confidence in their integrity and the integrity of the Market.

Behavior, which is deemed threatening, abusive or harassing, will constitute a violation of market rules.

Vendors should immediately bring to the attention of the Market Manager and/or the Board any issues they believe will have an adverse effect on the Market.

Vendors should refer all market complaints, issues, or concerns immediately to the Market Manager.

Vendors shall refrain from using the Market as a forum for political or religious activities.

Animals

Pets and/or livestock of vendors, directors, or staff are not allowed on market premises.

Edgewood does not permit dogs on campus grounds.

Minors in the Market

Vendors may have minor employees as long as the vendor is not in violation of the Wisconsin Employment Of Minors Guidelines.

Bicycles, Skateboards, Etc.

For the safety of young children and Market attendees, there will be no riding of bicycles, or skating on skateboards, roller skates, scooters, or other forms of wheeled transportation within the market area.

Audit and Inspection

Representatives of the MSFM shall have the right to conduct an inspection of a vendor's production areas for any product offered at the market. The Market reserves the right to inspect all products, farms, or production facilities to verify the vendor's compliance with the Market's product rules. An inspection may include ownership information and any other information relevant to determining product legitimacy.

The vendor will be given 48 hours notification prior to an inspection.

Enforcement

Violation of the set up/clean up or attendance policies detailed above will result in a warning. Two warnings may result in the vendor's stall being relocated or the vendor being dismissed from the Market.

Failure to comply with any of the other above rules and policies shall be grounds for termination of market membership at the discretion of the Market Manager and Board.

No fees shall be refunded to any vendor for any termination that occurs as result of a violation of these policies.

APPENDIX 1

2024 Board Members

Hannah Wente
Janice Poehlman
Larry Dooley
Kate Smith
Luke Lippert
Alex Young (Blue Heron Community Farm)
Andy Fountaine (Waunakee Pickle Guy)
Demi Weisbrod

2024 Deadlines and Important Dates

The 2024 deadline to apply to be a vendor is March 15, 2024.

The 2024 Market will be held every Sunday beginning May 5 through October 27, 2024.

2024 Fees

Fees are charged for the management, marketing (i.e. website, signage, event and market promotion, social media campaigns), and operational expenses. Market fees are as follows:

Full season vendors	\$500/26 weeks
Partial season vendors	\$250/10 weeks (\$25 each additional week)
Daily vendors	\$30/day
Additional stall space, if available	\$390/full season or \$15/market

All full-season and partial-season applications must include a \$25 **deposit**.

For full-season vendors, full payment of \$500 is due by April 24, 2024. Double stall fees are an additional \$390 per season, and could be paid up-front or per market.

If upfront payment poses a financial hardship, a full-season vendor may pay in two installments:

- \$250 by April 24, 2024
- \$250 by July 24, 2024

For partial-season vendors, full payment of \$250 is due at the first market appearance.

For daily vendors, the daily fee must be paid directly to the Market Manager at the market or ahead of time.

Outstanding debts must be paid by December 31st of the year in which market fees were accrued to remain in good standing. Failure to do so will result in the loss of market space.