



2024 RULES FOR VENDORS

These rules govern participation in the Sun Prairie Farmers' Markets and are designed to promote a friendly, safe, and enjoyable experience for all customers and vendors. Adherence to them ensures a basic standard of operations and helps to promote an equal, professional, and profitable seasons for all vendors. Vendors shall conduct themselves in a manner that is courteous and friendly to all including customers, guests, other vendors, and public officials. Vendor conduct should be such that it encourages customer traffic and market growth. Any behavior that is deemed threatening, abusive, or harassing will not be tolerated and will result in immediate loss of stall and removal from the Market. If you observe such behavior, you must immediately notify the Market Manager and/or their designee.

The Sun Prairie Farmers Market carries special event insurance for injuries to customers only. This insurance is in case of an accident while on the premises to protect the Market and the owner of the property.

Rules

1. Application/registration is required a minimum of two (2) weeks prior to desired sell date. If you do not submit a full application, including a proof of general liability insurance, and have an application approved, you will not be allowed to sell at the Market.
2. **Insurance:**
 - a. Each vendor is recommended to purchase and maintain an individual general liability insurance policy
 - b. It is strongly recommended that those with consumable product, that you also acquire product liability insurance
3. **Licensure:** All vendors are expected to maintain any and all licenses required by local, county, and state offices that are pertinent for your products. It is the vendor's responsibility to ensure all licensures are obtained and current
4. Each vendor is responsible for any and all applicable sales/county taxes on their products. If further information is required, contact the Wisconsin Department of Revenue.
5. Products sold at the Market must be:
 - a. Grown, raised, and/or produced directly by the vendor or vendor's family
 - b. Grown and/or raised on geographic Wisconsin land
 - c. Produced, processed, or otherwise created within geographic Wisconsin
 - d. If the approved product is purchased for resale (i.e. not produced by the vendor), the products' source(s) must be within geographic Wisconsin, and/or must be clearly identified and publicly declared at the vendor's booth.
6. Vendors selling process foods need a certified kitchen and a license.
 - a. Processed food not covered by the Wisconsin Pickle and/or Cookie Bill need must be prepared in a properly licensed commercial kitchen.
 - b. Sun Prairie Farmers' Market reserves the right to request a copy of your licenses for its records.
 - c. All processed products must be properly labeled in accordance with the State and Federal Labeling laws.
 - d. If the approved product is purchased for resale (i.e. not produced by the vendor), the products' source(s) must be within geographic Wisconsin, and/or must be clearly identified and publicly declared at the vendor's booth.
7. The sale of live animals is strictly prohibited.

8. Attendance

- a. If you are unable to attend Market on a specific date, you must notify the Market Manager no later than one hour before the Market start time.
 - b. After two no show/no contact missed markets, will result in being taken out weekly schedule. Could result in being asked to leave the market for the season.
 - c. Vendors must not arrive prior to one (1) hour before Market start time.
 - d. For the outdoor Market, if you require multiple stalls or have trailers or large vehicles parked in your stalls, you must arrive by at least a half-hour prior to market start to ensure you are able to maneuver to your site.
 - e. Small site vendors must be at the market no later than fifteen (15) minutes prior to Market start time.
 - f. In any event, vendors must be set up and ready to sell their products by Market start time. Late arrivals and set-ups may prevent you from participating in that day's market unless prior arrangements have been made with the Market Manager. Multiple late arrivals could result in removal from the weeks schedule and/or removal from the market for the season.
9. Vendors must stay until market ends. If you need to leave earlier, arrangements must be made with the Market Manager and/or its designee in advance. You may be placed in an alternate stall to prevent disruption of the Market by your departure.
10. Vendors must be cleaned up and vacate premise within one hour of the conclusion of the Market.
11. **ABSOLUTELY NO SMOKING.** The State of Wisconsin has implemented "No Smoking" laws in any place of business. If you must smoke, please do so in the confines of your personal vehicle or well outside the perimeter of the Market area.
12. No alcoholic beverages or illegal drugs are permitted. Possession on site will result in immediate expulsion from the Market and loss of your stall for the remainder of the season. No fees will be refunded.
13. No soliciting away from your stall. Solicitation of customers at the Market away from your stall may result in being asked to leave that day's market up to the loss of your stall.
14. Failure to follow current public health orders for COVID guidelines or COVID precautions set forth by the Market advisory committee, may result in being asked to leave that day's market up to the loss of your stall.
15. The Market Advisory Committee and/or its designee reserve the right to conduct an inspection of the farm, land, processing facility, commercial production space, and/or other source of the products being sold at the Market if deemed necessary. No less than 24-hour notice will be provided.
16. Vendor Conduct
- a. Vendors are required to dress and present themselves in a manner that demonstrates cleanliness, good hygiene, and safe food handling practices.
 - b. Please refer to first paragraph for more vendor conduct rules

Things to Remember

- Non-profit organizations may be allowed to participate in the Market, at no charge, at the discretion of the Market Advisory Committee and/or its designee. Non-profit organizations may sell products as long as they do not compete with a market vendor and are approved by the committee prior to market day
- No vendor exclusivity.
- The Market Advisory Committee and/or its designee reserve the right to limit varieties and types of products to avoid saturation of the Market or to avoid product inappropriate to the Market.
- The Market Advisory Committee and/or its designee reserve the right to approve exceptions to this rule to ensure variety of offering at the Market.
- The Market Advisory Committee and/or its designee will make the determination of approval or disapproval of all crafts to be sold at the Market. The Committee uses a guideline of 10% of total vendors for arts and crafts, 15% for cookie bill, and 10% pickle bill for the Summer Market.
- One stall per market is reserved for a Business Improvement District (BID) business. A BID business wishing to vend at the market must be approved by the advisory committee prior to vending.
- Your stall and the area surrounding it must be kept clean at all times. You are required to remove all garbage

from your stall and the Market. Buckets of water are to be dumped in grassy areas only.

- Vendor vehicles must be parked within the allotted stall space. If the vehicle will not fit or the vendor has an additional vehicle/trailer, it must be parked away from the market. Parking spots closest to the market must be kept open for customers.
- Due to the early start, please be a good neighbor and keep noise to a minimum.
- Prices charged for products are the sole responsibility of each vendor. Neither the Market Advisory Committee nor its designee will in any way be involved in setting or suggesting pricing.