



# 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.

## 1. Market Operations

### **Outdoor Market Day/Location**

The Sun Prairie Farmers Market is located on Market Street in Downtown Sun Prairie, Wisconsin. The Outdoor Market season takes place every Saturday, May – October (rain or shine) with sales hours from 7:00 am -12:00 pm.

### **Indoor Market Day/Location**

The Sun Prairie Farmers Market is located at the Westside Community Services Building at 2598 West Main Street, Sun Prairie, WI. The Indoor Market season takes place most Saturdays, November – mid April with sales hours from 9:00 am -12:00 pm.

### **Vendor Set Up**

- Outdoor Market –
  - Vendor may begin setting up starting at 6:00 am -6:45 am.
  - Vendors must not arrive prior to one (1) hour before Market start time.
  - Due to the early start, please be a good neighbor and keep noise to a minimum.
  - Vendors should be ready to sell at the Market start time of 7:00 am.
  - No early sales before 7:00 am.
- Indoor Market –
  - Vendor may begin setting up starting at 8:00 am -8:45 am.
  - Vendors should be ready to sell at the Market start time of 9:00 am.
  - No early sales before 9:00 am.

### **Vendor Pack Up/Clean Up**

Vendors must stay until market ends. If you need to leave earlier, arrangements must be made with the Market Manager and/or its designee 4 hours in advance. You may be placed in an alternate stall to prevent disruption of the Market by your departure.

Your stall/booth 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.

Vendors must be cleaned up and vacate premise within one hour of the conclusion of the Market, which will normally be by 1pm. If the Market closes early, vendors must clean up and vacate within one hour of the announcement by the Market Manager.

## 2. Vendor Applications

- Vendors wishing to participate in the Sun Prairie Farmers Market must complete an online application through the online application platform.
- All applicable licenses, permits, and certifications, including but not limited to; Wisconsin Seller's Permit, food processing licenses, retail or mobile retail licenses, nursery licenses, etc. must be submitted with the application.

## 3. Vendor Selection

- The Sun Prairie Farmers Market Advisory Committee and/or designee reviews all applications.
- There is no vendor exclusivity, however the Market Advisory Committee and/or its designee reserves the right to limit varieties and types of products to avoid saturation of the Market or to avoid products inappropriate to the Market.
- A completed application does not guarantee approval or the right to sell 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 full season vendors for arts and crafts, 15% for homebased bakery, and 10% pickle bill for the Outdoor Market.

## 4. Stalls/Booth Area

### Stall/Booth Location

Attempts will be made to keep vendors in the same location or general area as to prior market year. However, this is not guaranteed. The Market Manager has the authority to change vendor stall/booth location based on the Market's needs.

### Stall/Booth Size

Vendors' stall/booth size is approximately 12 feet wide to accommodate one (1) 10x10 canopy tent. Vendors needing more than one 10x10 canopy or space beyond the 12 feet will be required to purchase additional stall/booth space(s).

### Weights

All tent, umbrellas, and canopies must be tightly secured and adequately weighted at all times, with at least 25 pounds per canopy, tent, and umbrella leg.

### Parking

When possible and where space allows, some stall/booth spaces allow vendors to park a standard size vehicle parallel on street with their canopy/display parallel to their vehicle. 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 or vendor should pay for additional stall space.

Parking spots closest to the market must be kept open for customers.

## 5. Rules Applicable to All Vendors and Products

### Producer Only

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.
- e. The Advisory Committee and/or Market Manager reserves the right to make exceptions to this if deemed necessary.

### Approved Products

Vendors are only allowed to sell the products that were listed and approved for sale on their application. If a vendor wishes to add additional products, they must be approved prior to being sold at their stall/booth.

### Alcohol/Drugs

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.

### Insurance

Each vendor is encouraged to purchase and maintain an individual general liability policy. A copy of the insurance policy should be sent to [market@cityofsunprairie.com](mailto:market@cityofsunprairie.com) at the time you submit your application with the Sun Prairie Farmers' Market and the City of Sun Prairie as the certificate holder.

It is strongly recommended that those with consumable and/or hazardous product, that you also acquire product liability insurance.

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.

### Licenses and Permits

It is the responsibility of the vendor to obtain and provide to the Market Manager copies of all licenses and permits required for the sale of the vendor's products at the Market along with their Market Application.

### Live Animals

The sale of live animals is strictly prohibited.

### Noise and Emissions

No loud or disturbing noises shall be made or action taken on the grounds which will interfere with the rights, comfort or convenience of other Vendors or the public. The running of any vehicle, gasoline or diesel motors, is not permitted. Gas or charcoal grills, or any open flames are prohibited at the Market due to the safety hazard. Quiet generators (under 60dB) are allowed. The Advisory Committee and/or Market Manager are given discretion to determine if a generator is disturbing or operating too loudly for use at the Market.

## **Processed Foods**

- Processed food not covered by the Wisconsin Pickle and/or Cookie Bill must be prepared in a properly licensed commercial kitchen.
- Sun Prairie Farmers Market reserves the right to request a copy of your licenses for its records.
- All processed products must be properly labeled in accordance with the State and Federal Labeling laws.
- 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.

## **Pricing**

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.

## **Smoking**

Smoking is prohibited on Market grounds. 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.

## **Solicitation**

No soliciting away from your stall. Solicitation of customers at the Market away from your stall is a Market violation and could result in disciplinary action.

## **Taxes**

Each vendor is responsible for any and all applicable sales/county taxes on their products.

Every vendor will be required to complete a Department of Revenue Form 204 indicating their WI Seller's Permit and/or exemption code. If further information is required, contact the Wisconsin Department of Revenue.

## **6. Attendance**

- Attendance is expected if vendor has scheduled to attend the Market on the online calendar. It is the vendor's responsibility to keep their market attendance calendar up to date in the online application market program.
- Changes to the calendar must be made by 10:00 pm Wednesday, prior to the market. Any changes to the calendar after Wednesday, must also be emailed to the Market Manager.
- Daily vendors will be charged a stall/booth fee if they are schedule to attend the market and do not notify the Market Manager of cancelation 24 hours before the Market start time. .
- All vendors must notify the Market Manage no later than 24 hours before the Market start time, if you are unable to attend that day.
- Two (2) no show/no contact missed Markets, will result in being taken out weekly schedule and could result dismissal from the market.
- For the outdoor Market, if you require multiple stalls and/or have trailers or large vehicles parked in your stalls, you must arrive by at least a 45 minutes prior to market start to ensure you are able to maneuver to your site.

- Small site vendors must be at the market no later than fifteen (15) minutes prior to Market start time.
- 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.
- Vendors must stay until market ends. If you need to leave earlier, arrangements must be made with the Market Manager and/or its designee 4 hours advance. You may be placed in an alternate stall to prevent disruption of the Market by your departure.

## 7. Vendor Conduct

- Vendors shall conduct themselves in a manner that is courteous and friendly to all including customers, guests, other vendors, Market staff, 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.
- Vendors are required to dress and present themselves in a manner that demonstrates cleanliness, good hygiene, and safe food handling practices.
- Committing a criminal act at the Market and/or failure to comply with any regulating agencies may cause the vendor to be expelled from the Market. This means a termination of vending privileges.
- A violation of vendor conduct is subject to disciplinary procedures.

## 8. Inspections

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.

## 9. Enforcement of Market Police and Rules

- The Market Advisory Committee and/or Market Manager will bring violations to the vendor's attention for immediate remedy. Continued violation may result in suspension from the market or expulsion for the vendor, the vendor's business, and/or any staff members.
  - Issuance of Warning
    - Upon violation of a rule, the Market Manager or designee, may issue a verbal or written warning describing the violation.
    - In the warning, the vendor will be given a time frame to correct the violation.
  - Formal Notice of Violation
    - If the violation is deemed serious or ongoing, the vendor will receive a formal written notice that outlines rule violation, steps needed to correct the violation, and consequences of non-compliance.
  - Disciplinary Action
    - Depending on the severity and/or frequency of the violation the following range of disciplinary action could be applied to either the vendor, their staff, and/or their business:
      - Suspension from one or more market days.
      - Expulsion from the market.

## **10. Non-Profits**

One stall/booth per market is reserved for local non-profit organizations. 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 Advisory Committee prior to Market day.

## **11. Business Improvement District**

One stall/booth 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.

Vending at the Sun Prairie Farmers Market is a privilege and not a right.

## **Resources:**

Weights & Measures, Department of Agriculture, Trade and Consumer Protection (DATCP)  
(608) 224-5012, [datcpweightsandmeasures@wi.gov](mailto:datcpweightsandmeasures@wi.gov)

Information on Licensing, Inspections, Food Safety, and Processing  
(608) 224-4720, [DATCPDFSLicensing@wi.gov](mailto:DATCPDFSLicensing@wi.gov)

Women, Infants & Children (WIC) Farmers Market Nutrition Program  
608-266-9824, [DHSWICFMNP@wisconsin.gov](mailto:DHSWICFMNP@wisconsin.gov)

Wisconsin Department of Revenue – Sellers Permits  
(608) 266-2776 [DORBusinessTax@wisconsin.gov](mailto:DORBusinessTax@wisconsin.gov)