



## 2016 VENDOR RULES & REGULATIONS

City of Menasha Farm Fresh Market

140 Main St.

Menasha, WI 54952

Phone: 920-967-3644

Email: [menashamarket@ci.menasha.wi.us](mailto:menashamarket@ci.menasha.wi.us)



Thank you for considering Menasha Farm Fresh Market. We look forward to partnering with you for a successful season in 2016!

Here's what you need to know:

**When:** Every Thursday, rain or shine, June 9 – October 27 \***2 – 7 p.m. from June 7 – September 1 and 2 – 6 p.m. from September 8 – October 27**

**Where:** Menasha Marina Terrace on Main Street in downtown Menasha

**What:** Booths are located along the sidewalk. Grass spaces are 12 x 17 ft. and most have access to power. This space will accommodate a typical 10 ft. wide festival tent without encroaching on neighbor spaces. Concrete stalls are located between the sidewalk and street and are 10 x 10 ft., and may require a smaller tent structure if used. Many of these spaces are shaded by trees and none have access to power.

**How to apply:** Complete the enclosed documents and return them by April 15, 2016 to:

City of Menasha Farm Fresh Market

140 Main St.

Menasha, WI 54952

Be sure to include your space fee and all forms required for your product offering, including copies of required licenses or registrations where applicable. The table below shows what items you will need to provide. Please read the rules and requirements on the following pages. If you have any questions, call Allie at 920-967-3644. Please leave a message if you get the voicemail.

I Would Like to Sell	What You'll Need to Provide
Produce	_ Certified Scale
Packaged Food (breads, meats, canned goods, cider, jams)	_ Applicable License _ Proof of Facility/Approved Source _ Packaged Products Must Be Labeled
Prepared Food (on-site)	_ Applicable License
Artisan/Craft Items	_ Description _ Picture

### **General Rules:**

1. Set up begins at 1:00 p.m., no earlier. Vendors who do not abide by this set up time risk losing their stall for the season without a refund.
2. Vendor vehicles must be off the street by 2:15 p.m. There is public parking in the ramp adjacent to the marina terrace or in the three rows closest to Main Street in the parking lot behind the Senior Center. Keeping the Main Street parking open makes your booth more visible to shoppers and gives them a place to park.
3. Vendors are not allowed to drive vehicles on the terrace or sidewalks, no exceptions.
4. Vendors are responsible for complying with state and local health regulations and obtaining the licenses applicable to them.
5. Vendor must be 16 years of age or older to be alone at the stall. If vendor is under 16 years of age, they must be accompanied by an adult for the duration of the market.
6. Vendors must provide their own tent and tables used in setting up their space. These items must be clean and in good working order. Every tent must be secured by no less than a 25 pound weight on each leg.
7. Vendor is responsible for removing garbage and debris at the end of the market.
8. Vendors are required to have personal liability insurance and present it to a market representative if requested.
9. Market Management will balance the needs of the market participants with the needs of consumers, supplying customers with a diverse, competitive selection of products without saturating the market with any particular product.
10. Vendors selling items subject to sales tax are responsible for the collection of the tax and reporting to the state.

### **Produce Vendor Regulations:**

Produce is considered all uncut fruit & vegetables, cut flowers and live plants.

1. All vegetables, fruits & cut flowers must be grown by you or your employees.\*
2. Vendor is required to own or lease the property where produce is grown.\*
3. Vendor is required to provide complete address where produce is grown.\*
4. If requested, vendor must permit a designated market representative to inspect their farm.
5. All produce vendors must have a certified scale at their stand. Please contact Todd Drew, City of Menasha Health Department at 920-967-3522 or [tdrew@ci.menasha.wi.us](mailto:tdrew@ci.menasha.wi.us) for more information.

*\* Up to 25% of the items available at a vendor's stall each week can be grown outside of Wisconsin, but must be grown within the United States. Examples include Michigan blueberries, Georgia Peaches, etc. These items must be listed on the vendor application. **All produce must be clearly labeled, including what it is and exactly where it was grown.***

### **Packaged Food Vendor Regulations:**

Packaged food is considered food that is prepackaged for consumption off-site, such as baked goods, meat, eggs, cheese, spices, maple syrup, honey, etc.

1. Product must be processed by you, your employees, or a licensed butcher in the case of meats.
2. Product must be made in a state licensed kitchen (except honey, maple syrup). *Copy of certified kitchen license is required.*
3. Product must be clearly labeled with name and address or producer, and the list of ingredients (if applicable).
4. Product must meet all health and state licensing requirements that apply.

**Prepared On-Site Food Vendor Regulations:**

Prepared on-site food is that which is prepared for consumption on-site, such as egg-rolls, crab rangoons, sandwiches, pizza, etc.

1. Product must be prepared by you or your employees.
2. Vendor must hold a temporary restaurant permit issued by City of Menasha Health Inspector, Todd Drew. Please contact him in advance at 920-967-3522 for the application and more information.

**Art & Craft Vendor Regulations:**

Arts and crafts are considered high quality, non-food items that are handcrafted or homemade, such as jewelry, body or home care products, gift items, etc.

1. Must be crafted and sold by you or your employee.

**Unacceptable items:**

1. Produce that has been purchased from other vendors at the Menasha Farm Fresh Market.
2. Goods that have been traded, bartered for, or pre-purchased.
3. No live animals.
4. Rummage/household goods, used clothing, flea market items, mass produced products or MLM items.

**WIC Certification:**

The Menasha Farm Fresh Market is a WIC certified market. If you are a produce vendor who is unfamiliar with the WIC Program or would like to become authorized to accept FMNP checks and you're unsure how to do this, please contact Barbara Sheldon, Winnebago County WIC at 920-232-3353. We encourage all produce vendors to do this.

**Stall Priority:**

Returning full-season vendors will be given priority, followed by returning partial season vendors, followed by timely applications received with payment. Market Management will do its best to accommodate vendor stall preference.

**Absences:**

Vendors must be in their assigned stalls by 2:30 p.m. on market day, and have the responsibility to inform the Market Manager if they are unable to attend a market they have signed up and paid for. If notice is provided one week in advance or there is an emergency, it will be considered an excused absence. If more than one week will be missed due to emergency circumstances, prorated fees may be refunded at the Market Manager's discretion.

Empty spaces have an impact on the entire market, so please bear in mind that the Farm Fresh Market is a rain or shine event. The Market Manager will close the market in the event of extreme weather, but this is rare. If you don't feel you can reliably participate on a weekly basis, please call to discuss. It is possible we can pair you with another vendor for an alternating schedule or make other accommodations. Once scheduled, our expectation is that you'll be here.

**Day of Market:**

Stalls may be available the day of the market based on availability and cancellations, and you are more likely to get a space if you call ahead of time. Space assignment will be based first on your product, second on who calls/arrives first. Phone 920-967-3644 and leave a detailed voicemail.

If you decide to come without calling first, please stop by the Farm Market booth by 1:30 p.m. and wait for the Market Manager to let you know if there is a stall available. Set up time may vary. The vendor fee, application and applicable documents will be required prior to set up.

**Code of Conduct:**

Concerns or complaints about the market or vendors need to be discussed with Market Management. Should issues arise, please call the Market Manager 920-967-3644 or make an appointment to come up to my office in City Hall to get the situation remedied. Farm Market issues should not be directed at or discussed with other vendors. By signing the market application you indicate that you have read and agree to the rules and requirements set out in this document. Failure to follow the rules subjects you to forfeiture of your stall without a refund for at least the remainder of the season.

Thank you again for considering the Menasha Farm Fresh Market. We're looking forward to the best summer ever in downtown Menasha!