Madison Public Farmers' Market

January 6th - February 24th Season

Sponsored by TBD

The goals of *the Madison Public Farmers' Market* are:

- To expand the availability of foods that are fresh, full-flavored, unique, healthy, nutritious and affordable to the community;
- To promote the sale of locally-grown farm products;
- To provide an opportunity for farmers and residents to interact directly;
- To give growers and producers of local agricultural commodities and other farm-related products an additional direct marketing opportunity;
- To support the environment by seeking products that have been grown and processed in ways that protect and enhance the air, water, soil, wildlife, and biodiversity; and
- To preserve agricultural land use, support the local agricultural base, and ensure the continued regional existence of our agricultural heritage.

VENDOR RULES

Eligibility:

- All individuals whose goods are in compliance with Market rules and guidelines who wish to participate in the Market as vendors will be required to submit an application with all applicable licenses pertaining to food processing establishments and all other required permits.
- A Vendor will not be allowed to participate in a market without submitting a completed application to the Market Manager(s) and obtaining the approval of the Vendor Selection Committee.
- In no event may a Vendor sell on the same day as an application is submitted.
- 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.
- Vendors, if applicable, agree to accept tokens and certificates issued by the Market as currency, and to exchange those tokens and certificates for cash from *Every Wednesday at the Market* by the end of each market.
- A Vendor or "Qualified Helper", listed, by name, on the application, or submitted to the Market Manager(s) at least one market in advance of participating at the booth, must be present at each market in order to exercise vending rights.

- Qualified Helper must know the following:
    1. Have knowledge of, and be in compliance with, the Vendor Guidelines; and
    2. Have working knowledge of the product being sold, including ways in which it is being raised/produced.
- Failure to have a Vendor or Qualified Helper at the booth will prohibit being able to set up. If they have already set up, they will have to pack up and leave immediately. Vending rights are issued to an individual or to a group of individuals.
- You may not share/split a booth with a different Vendor.

FEES

Booth fees help cover the operational and marketing costs of *the Madison Public Farmers' Market.* Each registration includes one 8' x 8' booth space.

For the 2027 January-February season (January 6–February 24th), the booth fee is $25 per week, for a total seasonal cost of $200.

Payment for the full season is due by January 8, 2026.

Once you have been selected and your fees are paid you are considered a Vendor. All fees are non-refundable once paid, including no-show days and/or if a vendor chooses to withdraw from the Market prior to its scheduled ending date.

Any bounced checks or returned payments result in a $40 fee that must be paid prior to the next scheduled market date. Failure to pay this fee will prohibit the vendor from setting up. More than one failed payment will require all fees to be paid by guaranteed funds, such as a money order or cash, and may prohibit the Vendor from participating in any future vending events.

MARKET OPERATIONS

TruStage MarketReady Hall will be open Wednesday from 3-8pm beginning on November 4, 2026 and concluding on December 30, 2026 to include setup and tear down time. Selling hours will be open to the public from 4-7pm.

Booth Set-Up and Load-In

3:00pm - All booths may begin setting up at this time in assigned areas. There will be pre-assigned booths for each week, however we reserve the right to alter placements on the day of if operations necessitate such a change. There are multiple points of entry, and a loading dock. Entrance via the loading dock will be first come, first served. Most details will be available the day prior.

Vendors must notify the Market Manager(s) by 8:00am the day preceding the market if they have a planned absence or want to withdraw from the market. Any vendor who misses a market date twice without contacting the Market Manager(s) as per instructions above may be removed from the market and not allowed to participate in future vendor selling events. Market fees will not be refunded. In the case of withdrawal from the series prior to its scheduled ending date, no fees will be refunded.

Single vendor booths will not exceed eight feet in width and length. Vendors must provide their own table and chairs. Tables must be no more than eight feet at the widest point.

The Madison Public Farmers' Market is held indoors, and as such no tenting or canopies are allowed. No pets are allowed inside the Market. Service animals are welcomed.

Booth Assignment

Booth assignments are issued at the beginning of the season. Market Manager(s) reserve the right to change your booth assignments for any market day.

Assignments will be approved using the following criteria:

- The products to be sold reflect the market mission and goals;
- The product increases the selection and diversity of products available at the market;
- Seniority applies if the vendor continues to offer products meeting the first of the aforementioned criteria; and
- Demonstrate the ability to provide a sufficient supply of products for sale.

Vendors may not trade spaces with other vendors. While Market Manager(s) consider vendor requests, we prioritize safety, logistics, and the criteria outlined above.

Parking

Parking is limited. Vendors are encouraged to park on streets nearby.

The loading dock is for active loading and unloading. No long term parking in the loading dock is allowed.

Income Reporting

Sales from each week must be reported to the Market Manager. This is for tax purposes only. We will not share personal information, but must have it documented at the government's request. Failure to do so may result in expulsion from the series and future vending events, either of which will not result in refunding any monies previously paid.

RULES APPLICABLE TO ALL VENDORS AND PRODUCTS

1. All Vendors 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. For more information contact the Permit Information Center at 1-800-435-7287.

2. Items must be either grown and gathered, or produced or processed in Wisconsin by the Vendor. All processed products must be properly labeled in accordance with state and federal labeling laws. All containers must comply with state laws. Purchasing items from other vendors or producers for direct resale at *the Madison Public Farmers' Market* is not allowed.

3. No sales of tobacco, alcohol, THC, CBD, or any controlled or illegal substances are allowed. Consumption of alcohol by anyone is not permitted at this time, but may be allowed for customers in the future.

4. No hot food is allowed to be sold in booths.

5. Copies of all licenses and permits required for the sale of products must accompany the applications. Vendors must provide copies of all required licenses and permits to the Market Manager(s) prior to setting up the vendor booth and be prepared to show them on the day of the market if requested by Market management and/or a public health official.

MARKET POLICIES

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 following measure will be taken by the Market Manager(s):

- 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.

Cottage Food Bakeries

If you do not produce your baked goods in a licensed kitchen, you must have a sign at the market stand stating that products are produced in a Home Bakery and are not subject to state inspection.

Additionally packaged items should be labeled with "Made in a Home Kitchen", name and address of baker, and ingredients in descending order:

Tobacco, Drugs, and Alcohol

Both Vendors and Market attendees are prohibited from smoking and/or consuming drugs inside the Market facility. Vendors must be a minimum of 20 feet away from the Market facility to smoke.

Vendor Conduct

Vendors shall conduct themselves in a manner that is courteous to other vendors, Market personnel, and the public. Vendors agree to sell to the public without discrimination of any kind based on known or perceived beliefs or differences of the customer. Behavior which is threatening, abusive, or harassing shall constitute a violation of *the Madison Public Farmers’ Market* Policies, Procedures and Rules.

Noise/Fumes

No loud or disturbing noises shall be made or action taken on the grounds which will interfere with the rights, comforts or convenience of other vendors or the public. No

vendor shall play, or allow to be played, any radio or other sound instrument while setting up, vending, or taking down their booth. The running of any obtrusive gasoline or diesel motors or engines, including all vehicles, is not permitted.

Minors at the Market

Vendors may have minor employees as long as the vendor is not in violation of the Wisconsin Employment of Minors Guidelines. Under no circumstance during market hours, shall a minor under the age of 12 be allowed to roam anywhere within the MPM premises without adult supervision.

Inspection

Representatives of *the Madison Public Farmers' Market* shall have the right to conduct an inspection of the production areas of those products sold by a vendor in the Market. The vendor will be given 48 hours notification prior to an inspection. An inspection may include ownership information and any other information relevant to determining product legitimacy.

Trash and Clean-up

Vendors must remove their own trash at the end of each market and any vendor supplying samples must provide their own trash receptacle. All vendors must ensure that all trash and product debris is removed from their booth and surrounding areas.

Cancellation

In the event that Madison Public Market must cancel or close a scheduled Madison Public Farmers' Market event for any reason, Vendors will be notified no later than 11:00 a.m. on the day of the scheduled Market. If a cancellation occurs, Vendors will have the option to receive either a credit toward a future Market date or a refund issued on the final day of the applicable Market season.

*Failure to comply with any of these rules shall constitute a violation of *the Madison Public Farmers' Market* Policies, Procedures and Rules and may be grounds for immediate termination of Market vending privileges at the sole discretion of the Madison Public Market.*