



The Menomonee Falls Village Park is a wonderful setting for our communities Farmers Market, and we are excited to share it with you again this year.

All the Vendor information that you need is on the following pages. Please read through the packet carefully as there have been changes made for the 2025 season. If you have any questions or concerns, please do not hesitate to contact me.

I look forward to working with you at our market.

Dana Newman, Market Manager

MENOMONEE FALLS FARMERS MARKET 2025 Policies, Rules, Regulations & Application

Purpose of the Menomonee Falls Farmers Market is to provide fresh, local, wholesome goods and services directly from our Vendors to Menomonee Falls and the surrounding communities.

- **Wednesdays 2:00 PM – 6:00 PM**, June 4 through October 15 (20 weeks)
- **Sundays 10:00 AM – 1:00 PM**, July 13 through September 14 (10 weeks)
- Located at Menomonee Falls Village Park (N87W16749 Garfield Drive, Menomonee Falls, WI 53051)

Prohibited Items for Sale

- There will be no rummage, second-hand, or flea-market-type items sold at market.
- There will be no reselling of wholesale purchased items allowed unless authorized.
- Real Estate Agents, Insurance Agents, Talent Scouts, Financial Advisors, and any other business that the Farmers Market Committee does not see as a good fit for the Market
- No Vendor shall engage in solicitation, collection drives, political or religious activities at the market.
- The Menomonee Falls Farmers Market reserves the right to deny the sale of any item on a Vendor's product list to maintain the integrity of items found at the market and to avoid product saturation at the market.

Vendor Policies & Regulations

Vendor quality is important to us, and we are committed to providing an exceptional market experience. To help ensure this quality, vendors are required to abide by the following policies or face consequences as listed in the "Procedural Violations" section.

- All new Vendors must provide two professional references which can speak to your booth presentation, professionalism, product quality, and how you will add value to the market.
- Except for **severe weather conditions**, Vendors are expected to be present on all market days, barring any personal emergencies, in order to receive an application for 2026.
- Vendors agree to arrive on time and be set-up and in place by 1:30 pm on Wednesday (9:30 am on Sunday). Vendor spaces that are unoccupied at that time will be forfeited and the market manager will have the right to sell your space for the day. **Arrival time will be enforced**
- Vendor space rental is non-transferrable by the vendor.
- Vendors agree to sell for the entire market day and are required to stay to represent their business, even if sold out. **No early departure or takedown of tents / tables.** If bad weather occurs the market manager will make the decision if the market closes early.
- **No Sales** are to occur before the opening of the Market, 2:00 pm Wednesday (10:00 am Sunday). The Market manager may make exceptions and/or open the Market early, you will be notified when / if this occurs.
- All vendors will be neat, clean, and suitably dressed.
- Vendors are required to professionally represent their product and treat the public and fellow Vendors in a courteous and appropriate manner.
- Product pricing must be clearly marked on the item or on signage. This is a Wisconsin State Law.

- Only products certified as organic may be labeled “organic”.
- Vendors will not use “hawking” practices to lure patrons to their stall.
- Vendors are to leave their site clean when leaving the market, which includes removing containers, waste, and trimmings. Garbage receptacles at the market are for customer use only.

Notification of an Absence must be reported to the Market Manager by 9:00 am the day of the market
Phone or Text (262) 327-4756 | mffarmersmarket@gmail.com

Vendor Space Assignments & Set-Up

- Vendors are not guaranteed the same location as assigned in prior years. Assignment of 2025 spaces will be based on timing of when application and payment is received, full time vs. part time vendor, vendor needs (size, electricity, vehicle), segregation of like vendors, and manager discretion as to what is most appropriate.
- There will be a limited number of spaces with electricity. These spaces will be available to vendors based on indication on the application and market manager approval. There is an additional cost for electricity.
- Vendor space assignments will not normally be changed during the market season. However, the manager reserves the right to move vendors and make changes when necessary. Adjustments to vendor spaces will be worked out the first few weeks of the market.
- In the event a vendor space is not occupied for two weeks in a row, the manager reserves the right to rent that space to another Vendor for the season.
- Vendors may start arriving for set up at 12:00pm on Wednesday (8:15am on Sunday). Vendors must be in place by 1:30 pm on Wednesday (9:30 am on Sunday), with vehicles moved.
- Vendor space perimeter must be respected. Vendors may not block patron’s view of neighboring Vendors or encroach upon areas assigned to other Vendors.
- Vendors must furnish their own tables, chairs, and tents. Tents must be secured at each corner of tent with weights (at least 20lbs per corner), at all times.
- Vendor space sizes are roughly 10’ by 10’ per space.
- Volunteers are available to assist you with unloading, moving product and table / tent setup. They are assisting you, not doing all the work.
- There will be NO refunds given for rain days or absences.
- There will be NO refunds given after the season starts, no exceptions.

Vendor Parking

- If you must have your vehicle within your booth, please indicate on application. The market manager will discuss with you your need / desire for your vehicle, and will grant on an exception basis only, as we have minimal spots available for vehicle’s. Overall, we prefer no vehicles within the market area.
- Vendor parking is in the public lot just to the east of the market area. Please note that for 2025 the Village may be doing some expansion of the parking lot, therefore, due to possible construction, vendors may need to park in alternative parking areas.
- All vehicles will enter the market from the east, unload (with volunteer assistance), and then move vehicle to the parking areas. You may then begin to setup your booth.
- Vendors are not to move barricades. Volunteers / market manager will move barricades to provide entrance for loading and unloading of vendor vehicle.

Vendor Space Rental Rates

Wednesday Market *	June 4 – October 15	20 weeks	\$250 each space
Wednesday Every-other-Week	June 4 – October 15	10 weeks	\$150 each space
Daily (Wednesday or Sunday)	If available		\$25 each space
Sunday Market	July 13 – September 14	10 weeks	\$125 each space

* If 2025 Agreement is signed and returned with payment before 1/31/2025 a discount is available for regular Wednesday spaces as shown on the Application, page 5.

Vendor Licenses, Permits, Insurance

All Vendors are responsible for obtaining all licenses or permits required for the sale of his/her product to the public. Copies of such licenses or permits must be submitted with Vendor application. When applicable, the Vendor shall submit copies of licenses or permit renewals.

- Non-Food Items: Vendors must include a copy of their Wisconsin Seller's Permit. Contact the Wisconsin Department of Revenue at (608) 266-2776 for more information about Seller's Permits.
- Baked or Canned Goods: A valid Wisconsin Food Processing License may be required for Vendors selling baked or canned goods. Questions regarding local and state permits can be directed to Raymond Stigler, State Food and Safety inspector (262) 939-2861.
- Information on contents of each baked item must be available to customers.
- Eggs: Vendors selling eggs must have a valid Wisconsin Department of Agriculture Retail License (Egg Endorsement Form).
- Meats: Vendors selling meats must have a valid Wisconsin Department of Agriculture Official Meat Establishment License.
- Dairy: Vendors selling dairy must have a valid Wisconsin Department of Agriculture Dairy License.
- Vendors selling food items processed on site such as egg rolls and/or cutting samples such as cheese, fruits and vegetable on site must have Wisconsin Temporary Restaurant license for on-site processing. Questions regarding State permits can be directed to Raymond Stigler, State Food Inspector (262) 939-2861.
- All products must be sold by legal weight and measures. Vendors are responsible for having their scales certified for compliance.
- State of Wisconsin requires Farmers Market to submit an S240 form, therefore, all vendors must provide a completed Part C of the form with their application
- A current valid copy of any/all required licenses must be on file with the Menomonee Falls Farmers Market prior to selling at the market. NO EXCEPTIONS, this is a state requirement.
- A copy of all required licenses should be in your booth at all times.
- Vendors are responsible for their own insurance.
- Vendors are required to comply with all Federal, State and/or local laws and regulations.

Food Safety

- Items must be kept safe from spoilage which would include putting perishable items on ice.
- Gloves must be worn by anyone handling food processed on site for consumption.
- All produce, dairy, meats, bakery, and poultry sold at the market must be displayed and sold in a manner which prevents contamination. These items are not to be exposed to the open air without proper protections.
- Each food space must have a hand wash station.

Restrooms

- Located at the back of the building within the Falls Plaza portion of the park
- Located near the all-inclusive play area

Procedural Violations

- The Market Manager will give verbal warning and/or written notification of any violation of the above rules to the Vendor upon the first violation. If written notification is given, the Vendor shall be requested to sign a copy of the letter to indicate his/her understanding of the regulations and willingness to correct them. If the Vendor returns the signed copy as required and thereafter complies with the Farmers Market Rules and Regulations, no further action will be taken.
- For an immediately correctable violation, such as exceeding rented stall width, violators will be given verbal warning for the offense and requesting compliance with Farmers Market rules. The Market Manager shall record the issuance of each warning. If the problem is not corrected in a reasonable time, the Market Manager will issue a written warning.
- If vendor continues to violate the above rules after being provided with a written warning, then the vendor will be charged \$25.00 for each violation occurrence or will be removed from the market.
- Vendors are responsible for the actions of its employees and/or shared renter. It is your responsibility to share these rules with anyone else that will be in your rented space.

MENOMONEE FALLS FARMERS MARKET VENDOR APPLICATION - 2025 and Acceptance of Policies, Rules & Regulations

I have read and agree to abide by the Policies, Rules & Regulations of the Menomonee Falls Farmers Market.

PRINT NAME _____ Signed _____ Dated _____

Name of Business Contact Person

(_____) _____
Phone Email

Street Address City State Zip

Do you accept:

Credit Cards [] Yes [] No **Venmo** [] Yes [] No **WIC** [] Yes [] No **Senior FMNP** [] Yes [] No

Business website address Business Facebook page address

Emergency contact name and phone

New Vendor References

Reference Name	Phone	Email

Please list ALL items you will sell at the market (Produce and Non-produce)

Please provide a 1-2 sentence descriptive summary of what you will be offering/selling at the market which we will use to describe your business on our Facebook page and website (fallsfarmersmarket.org).

Electricity Option

A limited number of booth spaces are available with access to electricity, at an addition cost of \$25 per season:

- [] Yes, I require access to electricity to be a Vendor at the market.
- [] Yes, I would prefer to have access to electricity at the market but could still be a Vendor without electricity.
- [] No, I am not requesting access to electricity at the market.

Vendor Space Rental

Market Day	Season	Cost per Booth Space	Cost per Space IF PAID BEFORE 1/31/2025	Electricity Requested (\$25/season)	# of Spaces	Total Amount Due
Wednesday (20 weeks)	June 4 – October 15	\$250/space	\$200/space			\$
Every other Wednesday *	June 4 – October 15	\$150/space				\$
Sunday (10 weeks)	July 13 – Sept 14	\$125/space				\$
Daily	If available	\$25/space				\$
Total Amount Due if Approved by Market Manager						\$

Hold Harmless Agreement

By signing application form, the Vendor shall waive and relinquish any and all claims of the Vendor that might result in any manner against the Menomonee Falls Farmers Market, Inc. (Its agents, officers, directors, employees, and authorized volunteers (“released parties”)), except for claims arising from acts caused by misconduct of released parties acting within the scope of that party’s employment. Further, the Vendor agrees to indemnify and hold the released parties harmless from and against any and all legal actions, claims, damages, losses or expenses, including but not limited to claims for personal injury, disease or death, injury to or destruction of property and attorney fees and court costs incurred or to be incurred in defending actions brought against the released parties, associated with the acts or omissions of the Vendor and any of its employees, agents or volunteers occurring in connection with the Menomonee Falls Farmers Market, or for claims brought by any of the Vendor’s employees, agents or volunteers against the released parties, except with respect to claims for acts caused by the willful misconduct of a released party acting within the scope of that released party’s employment or authority.

I have read and agree to abide by the Policies, Rules & Regulations of the Menomonee Falls Farmers Market and am submitting my vendor application for consideration. (Applications not signed will not be considered).

PRINT NAME _____ Signed _____ Dated _____

1. Return the completed and signed Application, copy of all Licenses & Permits, a photocopy of Liability Insurance (listing Menomonee Falls Farmers Market, Inc. as a certificate holder), and Form S-240 part C.
2. Return via mail or email to the address below for approval.
3. All Vendors are subject to approval and will receive an Approval Confirmation via email.
4. Once Vendors receive the official Approval email, payment can be mailed in to secure your booth space.
5. Make checks payable to Menomonee Falls Farmers Market and mail to:
P.O. Box 53, Menomonee Falls, WI 53052
6. No refunds will be given once the season starts, including for severe weather conditions.

Please return the following items by no later than May 1, 2025, to Dana Newman, Market Manager

- Completed and Signed Farmers Market Vendor Application (pages 4 & 5)
- Form S-240 Part C (page 6)
- Payment
- Copy of Liability Insurance
- Copy of all Licenses and Permits as outlined in Policies, Rules & Regulations

FOR OFFICE USE ONLY

Date Rec'd	Date Approval Sent	Date Pymt Rec'd	Amount Rec'd	License(S)	Liab Insurance	S240	Sellers Permit

Part C: Vendor Information

If the vendor does not have a Wisconsin seller permit number and claims their sales are tax exempt, enter the exemption code number provided by the vendor.

- 1 - Exempt sales only or display only
- 2 - Multi-level marketing company pays sales tax
- 3 - Nonprofit occasional sales exemption
- 4 - Exempt occasional sales

Wisconsin Seller's Permit Number (15 digits starting with 456) 456- -		SSN (last 4 digits)	FEIN (last 4 digits)	Exemption Code
Legal Business Name (if not sole proprietor)		Doing Business As (DBA) Name (if applicable)		
Vendor/Contact Name (Last)	Vendor/Contact Name (First)		Vendor Phone Number	
Mailing Address		Email Address		
City	State	Zip	Multi-Level Marketing Company (if claiming Code 2 above)	