

**PLATTEVILLE FARMER'S MARKET, INC.**  
**RULES & REGULATIONS**

**PLATTEVILLE FARMER'S MARKET, INC. INTENT**

The Platteville Farmer's Market, Inc. (the "Market") offers community members access to fruits, berries, vegetables, cider, honey, sorghum, maple syrup, fresh and dried flowers, nuts, indoor and outdoor plants, baked goods, processed foods, dairy products, eggs, meats and vendor produced apparel and crafts. The Market is intended to give growers, producers, and non-profits an opportunity to deal directly with each other and the consumer. The Market is also intended to enhance and encourage shopping in our community.

**LEADERSHIP**

The Outdoor Platteville Farmer's Market and the Indoor Platteville Farmer's Market are owned and operated by the Platteville Farmer's Market, Inc. The purpose of Platteville Farmer's Market, Inc. is to create a healthier and more vibrant community with long lasting economic and ecological benefits. The goal of the Market is to reduce gaps in the local food supply chain and stimulate the local economy by providing venues that increase access to locally produced goods. The Platteville Farmer's Market, Inc. provides an outlet to:

- a) Enhance the Downtown area of the City of Platteville.
- b) Create a year-round quality outlet for area farmers, vendors, artist, crafters, food purveyors, and entrepreneurs to sell local or regionally grown fruits, vegetables and flowers; farm fresh meats, eggs, and dairy products; breads and baked goods; handmade artisan products; food items; quality goods; and services directly to consumers.
- c) Cultivate a community-gathering place for residents, visitors, and downtown employees.
- d) Engage and educate market vendors and public through events, demonstrations, and classes.
- e) Promote and stimulate local economic development.

Platteville Farmer's Market, Inc. Board of Directors are volunteer positions. The Board of Directors establishes these Market rules and regulations ("Rules & Regulations"). The Market Manager is accountable for day-to-day operations of the Market and has been empowered by the Board of Directors to interpret and enforce Market Rules & Regulations. The 2021 Market Manager is Jenna Phillips. Ms. Phillips can be reached at (608) 218-4374 or [plattevillefarmersmarketwi@gmail.com](mailto:plattevillefarmersmarketwi@gmail.com).

**MARKET LOCATION AND HOURS OF OPERATION**

The 2021 Outdoor Market is located on the east side of City Park on Bronson Street in Platteville every Saturday of the month from May - October. Hours of operation are 8:00 a.m. to 12:00 p.m.

The 2020 - 2021 Indoor Market is located at the Rountree Gallery, 120 West Main St, Platteville on the first and third Saturday of the month from November – April. Hours of operation are from 8:00 a.m. to 12:00 p.m.

## RULES APPLICABLE TO ALL VENDORS AND PRODUCTS

### I. Applications:

1. All individuals wishing to participate in the Market must submit a signed Vendor Application form to the Market Manager. All vendor applications for the Market will be reviewed by the Market Manager. Platteville Farmer's Market, Inc. has the right to refuse any vendor that does not meet the Market guidelines. Copies of the vendor application and Market rules and regulations are available on the Market's website – <https://plattevillefarmersmarketwi.com/> – as well as at the Market Manager Booth on the days the Market is open.
2. Vendors may not share unless Market Manager is notified and has approved the request and each vendor has completed an application form.
3. Children of vendors may sell items they have produced. Items sold by children are subject to the same licensing, if applicable, of all vendors of the Market. They must sell these items within their parents' vending space or provide daily (until seasonal fee is assessed) \$10 fee for their own space, if applicable.
4. The Market welcomes non-profit groups and fundraisers to participate. Non-profits/organizations must complete an application and comply with these Market Rules & Regulations (i.e. food safety guidelines, proper labeling, and proper endorsement of organization or fundraiser). Non-profit groups and fundraisers must complete the Vendor application.
5. The Market Manager and Platteville Farmer's Market, Inc. Board of Directors reserve the right to restrict the number of vendors, in total and/or by category, to ensure a good balance for vendors and consumers. No vendor has exclusive rights to sell any one product. Platteville Farmer's Market, Inc. is committed to creating a diverse farmer's market with the highest quality, locally and regionally grown and produced products available.
6. Market vendors must have a part in the growth/production/marketing of their own products, vendors may **NOT** purchase and repackaged for resale at the Market (i.e. wholesale auction, third party source).
7. Vendors may apply for a Special Item Permit each season to sell foods that are typically not grown locally or not locally grown in sufficient quantity to meet the demands of the consumer. The fee for Special Item Permit is \$15.00 per item. Only a limited number of permits will be issued. The Permit Fee is in addition to the Market Vendor Fee. The Market Manager will review each application using the following criteria:
  - i) The item is food (i.e. tomato, squash, pumpkin).
  - ii) The item cannot be successfully grown or produced locally in sufficient quantities and/or quality to meet the perceived consumer demand for the item.
  - iii) The item, from harvesting to selling, adheres to all relevant regulatory requirements.
  - iv) Items may only be sold after review and approval by the Market Manager.
  - v) The origin of the item must be displayed in the signage of the item. Signage shall be 8x10 inches.

8. *Verification Visits* - Platteville Farmer's Market, Inc. reserves the right to visit and inspect the farm, property, and storage sites listed on any Vendor's application to verify that proper and correct reporting/information has been provided by the vendor and as a condition of the privilege of selling at the Market. On-site visits will be conducted by an Inspections Committee established by Platteville Farmer's Market, Inc. Vendors acknowledge and agree to such inspections and that vendors may be given 12 hours prior notice of inspections. Vendors may be subject to a visit before being accepted into the Market. The Vendor must identify all farm, property, and storage sites on the application. If the Vendor wants to add any farm, property, or storage sites, the vendor must inform the Market Manager in writing and revise the vendor's application accordingly. The Vendor will be in violation of these Vendor Rules if the vendor fails to identify any farm, property, or storage site and/or is unable to show "inspectors" a location during the time of the visit.
9. The Market does not currently promote vendors with home-based or "Party" type businesses. (e.g., Pampered Chef, Tastefully Simple, Avon, etc.). The Market will review all inquiries from interested vendors and allow/deny based on the original intent of the Market.

## II. Emergency /Urgency Closure

1. Market staff or public officials are the only people with the ability to close the venue. With regard to the personal safety of vendors, patrons, and the general public, Market management will determine if or when a closure or cancellation of Market is imminent. With the assistance of local officials, PFM, and volunteers; the message and pertinent information will be broadcast to onsite vendors via siren, verbal announcement and/or text message. Because of the critical nature of a potential emergency or urgent situation, vendors are expected to be on alert and required to adhere to the direction given in the event of an emergency or urgent situation. If Market is closed or cancelled:
  - i) Vendors are required to shut down immediately and remain closed for the day(s) noted.
  - ii) Vendors are not allowed to sell product on, in or near market premises.
  - iii) Vendors are required to tear down and/or promptly exit the market site completely, including removal of product, equipment, & vehicles.
  - iv) In the case of where immediate shelter is needed, i.e. tornado or threatening wind. City Hall or Indoor facility will be made available.
  - v) Conduct of disregard to Emergency Closure procedure will result in administrative action without warnings or fines, including ejection and /or barring vendor from selling at the PFM and/or future PFM events.
2. *Closure* - Though the PFM is a rain or shine event, Market closure can occur if any of the following (but not limited to) occur:
  - i) Inclement Weather - thunder/lightening, tornadoes/heavy wind, hail, blizzard or icy conditions where safety is compromised.
  - ii) Public Safety Threat - active aggressor, active public threat, environmental safety hazards at the Market locations.
3. Vendors are permitted to pack their product at any time to maintain quality and safety. Vendors who pack their product are not permitted to move their vehicle until the close of Market.

## III. Fees:

1. *Purpose* – All vendor fees are used to fund the daily operations of the Market as well as advertising, promotions, and the Platteville Main Street Nutrition Program. There are two types of vendor fees – seasonal and weekly. Seasonal vendor fees are for participating in all dates for either the Outdoor or

Indoor Market seasons. A 10% discount is offered to vendors who are seasonal vendors for both the Outdoor and Indoor Markets. Weekly vendor fees are for vendors who participate in select dates in either the Outdoor or Indoor Markets.

2. *Outdoor Market* – Seasonal vendor fees are \$80 for the Outdoor Market for a 12 ft by 12 ft stall if payment is postmarked by April 3, 2021. Seasonal vendors whose payment is postmarked after April 3, 2021 must pay a late fee of \$25. Weekly vendors at the Outdoor Market will be charged \$10 per day for a maximum of \$150. All stalls will be 12 ft by 12 ft unless otherwise approved by the Market Manager on a case by case basis. The Market Manager is under no obligation to provide a larger stall. Weekly vendors **must** contact the Market Manager before arriving at the Market or day of to be assigned a stall.
3. *Indoor Market* – Seasonal vendor fees are \$40 for the Indoor Market for a 6 ft table space if payment is postmarked by October 3, 2020. Seasonal vendors who pay after October 3, 2020 must pay a late fee of \$10. Weekly vendors at the Indoor Market will be charged \$10 per day for a maximum of \$70. Weekly vendors must contact the Market Manager before arriving at the Market or day of to be assigned a stall.
4. *Nonprofits* - Booth space is provided for not-for-profit entities free of Vendor fees for those intending to promote and educate the community about the mission of the not-for-profit. This booth is not provided to entities looking to sell or request donations for a product. These entities must pay standard vendor fees.
5. *Payments* – All fees should be paid to the Market Manager in either cash or check made payable to Platteville Farmer’s Market, Inc.
6. *Failure to Pay and Refunds* – Failure to pay Market fees are grounds for revoking your right to be a vendor at the Market and forfeiting any fees paid to date. No refunds will be given for any fees paid.

#### **IV. Daily Market Vendor Responsibilities:**

1. *Set Up and Space Forfeiture* - All vendors must be in their space by 7:50 a.m. Vendors are not allowed to drive vehicles into the market area after 7:45 a.m. Set up for Market begins at 6:30 a.m. No vendor can begin set up before 6:30 a.m. Market Manager will be available to assign spaces for Weekly vendors. If a seasonal vendor has not communicated with the Market Manager that they will be later than 7:50 a.m., they will forfeit their space if need be to a weekly vendor. At this time, an alternate space will be provided if available for that day. Seasonal vendors will notify the Market Manager if they will not be attending by 7 p.m. Friday.
2. *Stall Set-up, Unloading, and Parking* - A vendor must move all vehicles out of PFM premises promptly after unloading and before setting up the booth and product display. Vehicles used for loading and unloading may not block the street. Vendors must park vehicles as not to block others from driving down the street and not to block neighboring vendor stalls. Vendor parking is available on the following streets: Park Place, Chestnut Street, and Fourth Street. Vendors may not park on Market Street or Irving Place where customer parking is available.
3. *Hours of Business* - The Outdoor Farmer’s Market operates May through October 8 a.m. - 12 p.m. The Indoor Farmer’s Market operates November through April 8 a.m. to 12 p.m. Vendors must occupy space until close of Market at 12:00 p.m. If the vendor is unable to do so for any reason (i.e. sold out), this must be communicated to the Market Manager.

4. *Take Down & Exiting Market* - The PFM closes at noon. Vendors may not sell past 12:00 p.m. Vendors are not allowed to drive vehicles into the Market area until 12:05 p.m. Please plan and park accordingly. To ensure a smooth transition for the entire PFM community, vendors are required to prepare and pack product & equipment and completely take down stall and be ready to load vehicle BEFORE driving vehicle into the market area. Vehicles used for loading cannot block the street. For safety reasons, the street is barricaded until 12:30. To ensure safety of your market peers, any barricades moved by for entering or exiting must be replaced by the person who moved them. Vendors who have sold out of product before 12:00 p.m. must carry their belongings out of market, if they choose to leave early. At no time are vehicles allowed to be driven through market during market hours.
5. *Clean up* - Vendors must clean up their sales area completely prior to leaving. Absolutely no dumping of produce refuse in the park receptacles or storm drains. Assistance is strongly encouraged to help set up and tear down barricades for the Market.
6. *Market Facilities* - Lavatory facilities and water during Summer Market are accessible at City Hall. Lavatory facilities and water are provided in the building during Winter Market.
7. *Transferability* – Vendor space is non-transferable. In the event a vendor sells or transfers his/her business to another, the new owner must submit an application for approval. Platteville Farmer’s Market, Inc. does not guarantee acceptance.

**V. Licensing:** Vendors are responsible for carrying appropriate licenses and certificates for their products. A copy of each necessary license is required to be provided to the market manager with completed vendor application.

1. *Sampling* - Vendors are required to review and follow all federal, state and local regulations based on the product they are selling or sampling. Vendors will be provided with a copy of the Wisconsin Local Food Marketing Guide to review additional resources available to ensure compliance. Vendors are also encouraged to review [www.datcp.wi.gov](http://www.datcp.wi.gov) and [https://datcp.wi.gov/Documents/DAD/LocalMarketingFoodGuide\\_1\\_16.pdf](https://datcp.wi.gov/Documents/DAD/LocalMarketingFoodGuide_1_16.pdf) for current updates to changes in law or regulation.
2. *Taxes* - Vendors selling taxable items must display their sales tax license and appropriate tax for their products. Vendors bear full responsibility for ensuring compliance with Wisconsin Department of Revenue (DOR) permitting and other regulations. For more information contact the DOR at (608) 266-2776 or [www.revenue.wi.gov](http://www.revenue.wi.gov).
3. *Labeling* - Vendors must properly label products with ingredients, location, and business information, as applicable to federal, state and local regulations.
4. *Selling by Weight* - Vendor selling by weight must comply with Wisconsin’s Weights and Measures law. Vendors using a scale at the Market bear full responsibility for ensuring the type of scale and its use complies with Wisconsin laws and regulations.
5. *Policing* - The Platteville Farmer’s Market, Inc. Board of Directors and the Market Manager are not responsible for policing compliance with federal, state and local laws. Vendors are responsible for their

own product liability and insurance for their products sold at the Market. Liability insurance must list Platteville Farmer's Market, Inc. as additional insured.

#### **VI. Food Preparation and Handling:**

1. *Sampling* - Foods prepared for sale at the Market or for sampling purposes must be prepared and handled hygienically and according to the state and local health department regulations. No exceptions. Sampling procedures should include at a minimum:
  - i) Samples must be stored in rigid, covered containers until serving.
  - ii) Samples of processed foods must be prepared in a licensed kitchen facility.
  - iii) Samples must be held and dispensed under clean and sanitary conditions (i.e. gloves worn by server, toothpicks for serving).
  - iv) All vendors giving samples must provide a waste container for use by the public.
2. *Preparation* - Raw produce should be rinsed in clear water to remove visible dirt and residue, except when washing increases spoilage, e.g. berries, prior to arriving to the Market.

#### **VII. Booth Furnishings:**

1. *Furnishings* - Vendors will furnish their own tables, chairs, bags, extension cords, tent canopies, any other necessary supplies for the Outdoor and Indoor Markets. All tables and sale surfaces should be properly sanitized.
2. *Tent Canopies* – At the Outdoor Market, tent canopies must be secured, tied or weighed down. Any vendor found without sufficient weight will be required to take down their tent. No tie-downs shall be attached to private or city property. Vendors are prohibited from drilling holes or permanently attaching part of their display to surfaces.
3. *Generators* – Generator use by vendors is limited as there is significant access to power at the Markets. Generators are defined as machines that generate noise, vapor or gas, and include air compressors, refrigeration units, and the like. Generators shall be allowed to run at the Market as long as they do not exceed a 10-minute average noise level of 65 decibels measured at 15 feet from the generator unit. If a vendor wishes to use a generator that exceeds the 65-decibel level, they shall only be permitted to operate and run the generator prior to the start of the Market.
4. *Power Requests* - If power is needed please notify the Market Manager by Friday 7 p.m. so that accommodations can be made. Failure to contact by the deadline means there is no guarantee of electric being made available the day of the Market.

#### **VIII. Vendor Behavior:**

1. All vendors are expected to conduct themselves in a courteous and responsible manner. Profanity is strongly discouraged at all times.
2. The safety of consumers and vendors is paramount. Operating vehicles within the barricaded market area is dangerous and discouraged. Driving during market hours (See Daily Market Vendor Responsibilities, set-up/take-down policies) is prohibited. If you arrive after the safety barricades have been set in place, please move them aside, enter the market area, then immediately return the barricades to their designated

locations. Same for existing the market. Failure to replace them causes customer confusion and safety hazards. Repeated violation of this procedure may result in disciplinary action.

3. Motor vehicles will be required to follow directions established by the City of Platteville and the Market. If vehicles are brought into the Market area, they should be positioned so as to not restrict movement of consumers (See Dailey Market Vendor Responsibilities).
4. Smoking or vaping in or around vendors' booths or in the Market area is prohibited during Market set up, open hours and clean up.
5. The Market does not support or endorse a specific political agenda or affiliation. Vendors are discouraged from publicly displaying and/or endorsing their political affiliation at their vendor stations during market hours.
6. Platteville Farmer's Market, Inc. does not discriminate against individuals on the basis of sex, religion, color or national origin or ancestry, age, handicap, marital status, physical characteristic or political belief. All vendors participating in the Market must not discriminate against individuals on the basis of sex, religion, color or national origin or ancestry, age, handicap, marital status, physical characteristic or political belief.
7. Vendors will not criticize, defame, be derogatory toward or otherwise disparage the Platteville Farmers Market, Inc. other vendors, market volunteers, or the Platteville Farmers Market, Inc.'s past, present and future Market manager, assistant, board of directors on social media.
8. Vendors are encouraged to report any issues or concerns to the Market Manager. See something, say something.

**IX. Vendor Pricing and Payment:**

1. Forms of payments to be accepted are within the discretion of the individual vendors.
2. Each vendor is responsible for their own pricing. Prices will be readily visible to consumers by displaying on one large sign, smaller signs placed beside each product or by individually pricing items.
3. Before accepting WIC or state-issued Senior Farmers Market Nutrition coupons, the vendor needs to be certified by taking training through Grant County. State-issued yellow vendor's signs for WIC and Senior Nutrition certification should be displayed in full view. If a vendor is interested in becoming certified, please indicate your interest on the Market Vendor application.
4. The Main Street Program issued Nutrition Vouchers and Food Pantry vouchers can be accepted by vendors that sell food items or food plants and turned into Market Manager (or alternative assigned by the Main Street Program) for cash redemption.

**X. Social Media:** All vendors are encouraged to share the events created by the Market on social media. The Market staff creates social media posts of vendors and their offerings before every Market. Do not create your own event for the Market as it can lead to confusion for customers.

**XI. Cancellation Policy:** The Market Manager will notify vendors via email and/or phone call of any Market cancellations due to inclement weather conditions. Vendor cancellations of Market dates due to health,

business failure, or other circumstances must be made to the Market Manager via email, phone call or voicemail. There are no refunds for cancellations.

**XII. Market Pet Policy:** In addition to Market visitors/customers, all vendors must adhere to the Market Pet Policy. This policy is attached to the regulations.

**XIII. Failure to Comply with Market Rules & Regulations:** Vendors who do not comply with these Rules & Regulations may be penalized or lose vending privileges. The process will be first a verbal/written warning, 2<sup>nd</sup> violation to comply will be two (2) Saturday suspension, 3<sup>rd</sup> violation to comply will result in vendor removal from the Market for remainder of season. Fees will not be refunded.



## **Platteville Farmer's Market Pet Policy**

Service Dogs will always be allowed in the Platteville Farmer's Market, Inc. (the "Market"), as required by the Americans with Disabilities Act. In addition, patrons of the Market are welcome to bring their beloved pets to the Market in accordance with the guidelines below:

1. All pets must be kept on a short, non-expandable leash.
2. Always keep your pet under control and by your side.
3. Keep pets away from baked goods, produce, plants, ready to eat foods and other food.
4. Come prepared to clean up after your pet! Owners must clean up any pet products. This means anything that comes out of the head and tail ends!
5. If your pet is witnessed peeing on any product, the owner will be responsible for paying for that product.
6. Your pet must be sociable to people and other pets to earn the right to shop at the Market.
7. Never let your pet go up to another pet without the owner's consent.
8. Not everyone is a pet lover: Be considerate. Don't allow your pet to jump on other people.
9. We love when our pet guests (and their owners) come to market. But our indoor location is off limits to our furry, feathery, and scaled friends. We look forward to the outdoor season to see our pet guests.
10. Pet owners are liable for any injury or damage caused by your pet. By bringing your pet to the Market, you agree to hold harmless and compensate Platteville Farmer's Market, Inc. and/or vendors for any injury or damage caused by your pet.
11. If a pet is not behaving in accordance with these rules, the Market staff or volunteers will ask the owner to remove it immediately.