

2024 Shorewood Farmers Market Rules & Regulations

Shorewood Farmers Market (SFM), an open-air farmers market, aims to promote and provide public access to fresh and healthy Wisconsin food products, support a healthy local economy and environment, and to contribute to a healthy community. The market is supported by a grant from the Shorewood Foundation and our annual sponsors.

Location

The Shorewood Farmers' Market is held in Estabrook Park, along Estabrook Parkway. The market is open 9:30 am - 1:00 pm. every Sunday from June 16, 2024 through October 27, 2024 (20 weeks), rain or shine.

A Market Manager (MM) will be on hand every Sunday to oversee all operations of the market, and to help vendors and customers. The MM has the authority to make decisions, and/or enforce rules, to ensure a safe and pleasant experience for all.

Plastic-Free Market

We are committed to a healthy planet. To do our part, we continue our work towards a zero-waste, plastics-free market. We encourage the use of reusable products - shopping bags, coffee mugs, water bottles etc. Products will be sold using paper or biodegradable alternatives wherever possible.

SNAP/EBT Program

SFM is an approved SNAP/EBT program location. Any vendor with eligible products is required to accept SFM SNAP/EBT tokens for those products. We reimburse vendors twice a season for amounts over \$10 - after the first 10 weeks and then again at end of season. If less than \$10, we will reimburse at end of season.

We encourage you to accept WIC & SNFM benefits as well. These programs are administered directly between you, the shopper and the agency. SFM is not involved in these transactions.

Who May Sell

Vendor booths will be rented to Wisconsin-based businesses, food growers or producers. No brokers, agents, or commissioned sellers may sell. No subleasing of vendor stalls. Exceptions may be pre-approved on a case by-case basis.

Vendors must have a current farmers market license from the Northshore Environmental Health Consortium and/or State of Wisconsin certification or licensing, as required by law. [The application can be found here.](#)
[More information on guidelines can be found here.](#)

Vendors must also submit a Wisconsin Transient Retail Food Application form with their acceptance letter. Market staff will provide vendor information to the Department of Revenue in accordance with all state laws. Please call the Wisconsin Department of Revenue at 608.266.2776 for more information on obtaining a Wisconsin Seller's Permit.

What May Be Sold

Only Wisconsin-grown or -produced items that meet all applicable federal, state and local rules and regulations and pre-approved by Shorewood Farmers Market may be offered for sale. Acceptable products include agricultural products (e.g., plants/seeds, fruit, vegetables, dairy, eggs, herbs, meats, spices, cut flowers), prepared food products (e.g., jellies/jams, honey, baked goods, ready to eat foods), products made with these ingredients (such as soaps & lotions) and nonalcoholic beverages.

Farmer-grown or owner-produced products. Our intent is to provide a place for local farmers and producers to sell their products. We expect that offerings will be grown by the farmers or produced by owners of the business, using locally sourced products. Any deviation from this must be clearly identified and pre-approved by SFM. Selling unapproved products, and/or not locally grown or produced will result in expulsion from SFM.

The SFM reserves the right to accept or reject products to balance the offerings at the market. Exceptions may be approved on a case-by-case basis. Once approved for the market, vendors may only offer additional products with advance written approval from the SFM.

Right to Inspect

By signing the application, you agree to location inspection. The market reserves the right to inspect, with 48-hour advance notice provided to the vendor, the property on which a vendor's products are grown or produced.

Vender Set Up

Vendors supply their own tent, tent-weights, tables, generator/power supply if needed.

Tent weights (at least 20 lb on each tent leg) are required each week.

No power is available on site. If you require power, you must supply your own generator. This must also have been indicated on your application.

Vendor stalls will be assigned by market staff based on when applications are received and to ensure a good flow for customers through the market. SFM attempts to keep seasonal vendors in their same spot each week. Spaces are non-transferable. Applications for seasonal vendors are due by February 1, 2024.

Liability

Vendors are responsible for their own personal and product liability insurance. **Accepted vendors must provide SFM with a Certificate of Insurance by May 1, 2024.** Email to info@shorewoodfarmersmarket.com. It is mandatory that markets require their vendors to maintain a commercial general liability policy that includes product liability. Policy limit should be a minimum of 1 million per occurrence with a 2 million aggregate limit. Each vendor policy needs to list the market as an additional insured or contain a blanket additional insured endorsement and provide the market with a certificate of insurance confirming coverage.

Vendors must agree to protect, indemnify, and hold harmless, the SFM, the Village of Shorewood, Shorewood School District, Shorewood Foundation, the Market Manager and other SFM volunteers from and against any and all causes of action, claims, demands, suits, liability, or expense by reason of loss or damage to any property or bodily injury to any person, including death, as a direct or indirect result of use of any rented or occupied market space or in connection with any action or claim or omission of the vendor who shall defend the named released parties in such cause of action or claim.

Other Rules

- All tents must be properly weighted down at all times, minimum 20 lbs per tent leg.
- Selling will begin promptly at 9:30 am. No selling may occur before that time.
- Vendors may begin setup at 7:30 a.m. and must be completed by 9:15 a.m. Market opens at 9:30 a.m. Vehicles that are not staying for the duration of the market must vacate the market lot by 9:15 am. Vehicles may not re-enter before 1:10 pm for the safety of shoppers.
- SFM accepts SNAP/EBT transactions. All vendors with eligible products are expected to accept SFM's SNAP/EBT tokens.

- Vendors must remain open for the entire market. Vendors agree to stay to represent their business even if sold out.
- Vendors are responsible for providing items (tables, chairs, tents, power/generator if needed, etc.) required for setting up their stalls. They will provide trash receptacles when sampling and selling ready-to-eat items.
- Vendors must vacate their stalls no later than 2:00 p.m. Market closes at 1:00 p.m. Vehicles may not re-enter market lot before 1:10 pm to ensure shopper safety.
- Vendors are expected to clean up their stalls after each market. Unsold products and waste materials must be removed from the market and should not be placed in SFM trash
- During the market, vendors must display a sign with the name and address of their business. They must also purchase and display a Wisconsin Seller's permit if required by state.
- All produce shall be sold by legal weights and measures. Vendors are responsible for having any scales they use certified for compliance.
- Prices for all products must be clearly posted. We expect a vendor's pricing at Shorewood Market to be consistent with their pricing at other markets they attend.
- Vendors are requested to provide the Shorewood Farmers Market at least 48 hours advance notice if they cannot sell at the market on a given week. Excessive absence may result in expulsion from the market.
- No vendor shall engage in solicitation, collection drives, political or religious activities at the market.