

2025-2026 Application Form & Vendor Rule



Coordinated by:



Market Time: 1st and 3rd Saturdays plus
Small Biz Saturday 11/29/25
and 1/31/26
9:00 AM to 1:00 PM

Dates: November 15, 2025 through
May 16, 2026- 15 dates

****NEW Market Location:**

NEW BMO Bank Building
201 S Military Avenue
Green Bay, WI 54303

Market Contact: Alea Mills Market@militaryave.org
Leah Weycker Director@MilitaryAve.org
www.MilitaryAvenue.org
Office location: 425 S. Military Ave. #206
Green Bay, WI 54303
Office Phone 920.544.9503

Note: The BMO bank building is located behind The Pancake Place. We will be set up on the second floor. An elevator and open staircase are both available.

YOUR CONTACT INFORMATION:

Contact Person:

Best Phone Number for This Person:

Contacts Mailing Address:

Street, City, State, Zip

Email: _____

Other Phone: _____

BUSINESS INFORMATION:

Business/Farm Name: _____

Business Location/address: (Produce vendors – list location(s) where the produce is grown? Others list where your product is manufactured. LOCAL is the key here.) _____

Facebook: _____

Website: _____

ADVERTISING AND MARKETING

We may use the information you provide for advertising, tagging you, feature articles, and other marketing. Video and images from the market will be used in marketing **unless you expressly opt out**. Let us know if you do NOT want to be featured or we will assume that you welcome coverage.

You can help us to advertise by liking, sharing and tagging us on FaceBook **Military Avenue Business District, Market on Military** (group and events), sharing fliers with your customers, and/or collecting email addresses for the newsletter.

TAX and LICENSING It is your responsibility to know what you need to be legal to sell.

If you are selling a taxable item, you must have a State of WI tax account **OR** claim an exemption. See S240 form below. Full instructions for S240 can be found on-line at the WI Dept. of Revenue <https://www.revenue.wi.gov/pages/faqs/pcs-seller.aspx>.

The section below is MANDATORY for us to file this report with the State of WI.

Part C: Vendor Information on WI FORM S-240* ALL MUST FILL IN THIS SECTION

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

Wisconsin Sellers Permit Number (15 digits starting with 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 Mkt Co NOT USED

License Number (and a copy) _____

IF this is required of you - to process/package food, sell from a food truck, make cheese, sell meat or eggs, etc. give us a copy of your license. For more information see:

https://datcp.wi.gov/Pages/Licenses_Permits/FoodLicenses.aspx

Brown County Health Dept. 920.448.6400. will be inspecting food vendors (not fresh produce). Be sure to contact them before applying for the market to see what you need to be eligible to sell.

RATES: Spaces are approximately 11' wide and 7" deep (space sizes may vary) and are non-transferable. Due to limited space, only one space per vendor. (possible produce/food exemption only) Consider stacking your product for a good, compact display.

Full Season Rate: *Full payment or a prearranged deposit of your rate **must be** made before attending. If you do not meet the minimum 12 dates attending, you will be charged and billed at the daily rate.*

- ☐ One space for the full season or at least 12 dates - \$300* *Full season rates are for vendors attending 12 or more market dates with **prepayment**.*

Daily Rates:

For vendors attending less than 12 markets.

- ☐ One space is \$30.00/daily

This is for one space, on one market date, with pre-approval from the Market coordinators.

Nonprofit Rates:

- ☐ One space is \$15.00/daily Military Avenue, Inc., Committee approval is needed.

PAYMENT:

*Do not send money until you are approved.

Deliver cash or send a check or money order made payable to –
Military Avenue, Inc., 425 S Military Ave. # 206, Green Bay, WI 54303

YOUR SPACE NEEDS:

Full season vendors have priority and semi-permanent spot. All space assignments are subject to change based on the best market layout, as determined by staff.

Please identify any special space needs you have. This is important for our best layout.

My special space needs: _____

PARTICIPATION DATES

Month / Week Dates:

Full-Season Vendors: You are expected to attend all the dates, if possible, with a minimum of 12 dates. If there are dates that you know you cannot attend during the entire season, please mark them off so we can fill in your space that day. Failure to not show, without notice, may cause the loss of your “regular” spot. You will be charged at a daily rate if you do not meet the 12-date minimum.

Daily Vendors: Please mark the days you can attend.

Saturday from 9 AM to 1:00 PM. (Set up starts at 7:15 AM or later)

2025 ☐ Nov. 15th

☐ Nov. 29th Sm Biz Saturday

☐ Dec. 6th

☐ Dec. 20th

2025 ☐ Jan. 3rd ☐ Jan. 17th ☐ Jan. 31st
 ☐ Feb. 7th ☐ Feb. 21st
 ☐ Mar. 7th ☐ Mar. 21st
 ☐ Apr. 4th ☐ Apr. 18th
 ☐ May 2nd ☐ May 16th

Comments: _____

VENDOR TYPE Check one (or more) type that best fits.

- | | | |
|-----------------------------------------------------------|-------------------------------------------------|---------------------------------------------------|
| <input type="checkbox"/> Fresh produce | <input type="checkbox"/> Jewelry (as main item) | <input type="checkbox"/> Processed/preserved food |
| <input type="checkbox"/> Cut flowers/bouquets | <input type="checkbox"/> Hand-made craft/art | <input type="checkbox"/> Bakery/Breads |
| <input type="checkbox"/> Food to be consumed on site | <input type="checkbox"/> Live plants | <input type="checkbox"/> BID member/non-profit |
| <input type="checkbox"/> International/ specialty product | <input type="checkbox"/> Meat | <input type="checkbox"/> Eggs |

EBT card/voucher acceptance: This is **ONLY** for SNAP (food stamp) eligible products.

This program can increase YOUR sales. If your product is eligible to be purchased with Electronic Benefits SNAP (EBT) programs, we encourage you to accept them. We value the ability for all people to buy high quality local food at the Market.

EBT payments ☐ YES ☐ NO, why? _____ ☐ I need training

NOTE: We offer a machine to process EBT cards and will reimburse you for the vouchers you accept, daily, as supply allows. Training and information for EBT will be provided.

Product Information:

IMPORTANT: Our market is **LOCAL**. **Local** means that the product was grown, raised, caught, produced, baked, created, or manufactured by you, locally, within 100 miles of the market. Only 20% of what you sell can be grown by another **local** farmer. **Local is the key word**. International specialty products and some exceptions may apply per committee approval. Non-farm vendors are encouraged to source at least 25% of your raw ingredients locally.

Do you grow or produce all your items? ☐ YES ☐ NO If NO, please explain and list:

Products You Plan to Sell:

Please list items you intend to sell at the market. Items not listed and approved by Military Avenue market committee or staff may not be sold at the market.

New vendors with **Handmade Craft/Art/Jewelry**, please submit **photos** via email with your application to Director@militaryave.org.

Please identify product(s) you plan to sell. Our committee reserves the right to refuse to accept certain products. LOCAL products only.

Your product list: (i.e. bedding plants, seasonal veggies, etc. or list specific products)

Attach additional page(s) if necessary for more space.

OFFICE USE:

Accept: _____ W/conditions _____

Decline: _____ Reason _____

Date: _____ Confirmed: _____ Payment: _____ Insurance _____

Attendance/Absence: _____

This is a Contract between you and Military Avenue, Inc.'s Market on Military

Are you accepted as a vendor? Expect to receive a letter/email/or call of acceptance confirming or declining your application for the current season.

This application alone does not mean that you are approved. Fees should be sent after approval.

As part of a grant, you will be expected to fill out Farm 2 Facts data, helping us build sustainability!

I understand that, as a requirement to be a vendor and sell at the Military Avenue Market on Military, I am responsible for obtaining all permits necessary and will label my products as necessary based on the requirements from the City, County and/or State as required of me and my product(s).

Vendors are strongly encouraged to carry liability insurance coverage protecting themselves for their participation at the market. Our insurance does not cover you.

Ready to eat food vendors, you must list management and property owners as insurance certificate holders. *Please give us a copy of the certificate to forward to the list in Market Guidelines Sec. I.*

I understand that this document serves as a contract between me, my business, and Military Avenue, Inc. I have read, understand, and agree to conform to the conditions stated in this application, vendor rules and guidelines, and I have provided truthful and comprehensive information on this form.

If I do not comply with the market guidelines, I may be asked to leave and forfeit any and all remaining vendor fees. As a vendor, I may petition to be re-accepted at the market if approved by Military Avenue, Inc. Market on Military coordinating committee.

I agree that Military Avenue, Inc., along with Brookline Branch Services and their respective officers, agents and consultants are not liable for any injury, theft, or damage to either the buyer or seller, or their property, arising out of or pertaining to preparation for or participation in the Military Avenue Market on Military; whether such injury, theft, or damage occurred prior, during, or after the Military Avenue Market on Military season.

My Business/Farm further agrees to indemnify, defend and hold harmless Military Avenue, Inc., along with Brookline Branch Services and their respective officers, employees, agents, and consultants for and against any claims for such injury, theft, or damage.

Signed _____ Dated _____

Printed Name _____

By signing, you also read and accept the following rules and guidelines. Any violation of our 2025-2026 guidelines may result in immediate expulsion from the Market on Military.

Please make a copy of this form for your records and return the application section (pages 1-7) to us.

MARKET ON MILITARY **GUIDELINES, INFORMATION AND RULES**

Read, and keep this for your records

REQUIREMENTS for CONSIDERATION of PARTICIPATION:

___ Completed Application ___ Completed S240 Form ___ Submit any license(s) required
___ Commitment to fill out grant data with Farm 2 Facts
Once confirmed, I will ___ Submit payment or create a payment plan. (full season vendors)

A. Contact Info:

If you have any questions about the guidelines or your application for the Market on Military, please contact:
Alea Mills, Market Director Market@MilitaryAve.org
Leah Weycker, Executive Director Military Avenue Director@MilitaryAve.org
Preferred contact method is email or call the office 920.544.9503

B. Logistics:

It is important to follow these guidelines for the safety of you and our customers.

1. For GPS, our address is 201 S Military Avenue, Green Bay, WI 54304. BMO bank building behind The Pancake Place.
2. The market will open at 9:00 AM for customer sales and end at 1:00 PM.
Set up can begin at 7:30 AM or later.
3. Front door loading and unloading point with elevator, if needed.
4. Vendors **must stay until the close of the market** unless there is an emergency. Please let us know before you leave.
5. Space assignments are subject to change.
6. Give our customers the best parking spots! Move any unnecessary vehicle away from the market entrance. There is plenty of parking available at the back and side of the building.
7. Minimal electricity is available in most all the spaces.
8. Smoking is prohibited.
9. No food can be prepared on site.
10. Building has a limited capacity of 128 on the second floor. We will monitor that but can use your help.

C. Public Health considerations:

Your Health and Safety

1. Stay home if you are sick or do not feel well. Please text, call or email to let us know.
2. Wash or sanitize your hands often and keep your space clean. Take away all garbage after every market, please.

D. Vendor Transactions:

1. Price, terms of sale, etc. are between the buyer and you, only. All vendors must agree to abide by fair business practices.
2. Any required sales tax collections and remittances are the sole responsibility of you, the seller.
3. Prices should be clearly posted for customers. This helps to encourage sales.

E. Equipment and Appearance:

1. You are required to provide your own signage, tables, chairs, and any other items needed for display in your respective assigned stall space.
2. All items must be contained within the space assigned and may not infringe on adjacent vendors. Please pay close attention to and correct any trip hazards.
3. The general cleanliness of the market area is everyone's responsibility. All vendors must keep their area neat while selling and make certain that the area is clean before leaving.
4. All **trash generated by you must be taken with you** and **NOT** put in the general customer cans.
5. All market vendors should represent themselves in an appropriate manner of dress and state of cleanliness.

F. Needing to cancel: For your contracted days or weather-related problems

1. We make every effort to NOT cancel the market. Our customers have grown to expect that we will be there. If necessary, the Market may be cancelled due to severe inclement weather or snow. You will be sent an email plus you can check our Facebook page at Military Avenue Business Association for weather related closings or announcements. Weather related closings will be announced as soon as possible.
2. Keep in mind that 12 markets need to be attended to get the full-season rate. If you go over three absences or more, you will be billed at the daily rate.
3. If you are unable to attend on a certain day that you had included in your application, please contact us by Thursday, or as soon as possible. No refund will be made for that day.
4. Two unexcused absences (no call or no show) or violation of the market guidelines and rules may result in expulsion, additional charges, or loss of a space assignment.

Special Services and Features at Market on Military:

1. The Military Avenue information booth will sell, accept and coordinate vouchers for EBT food support payment. Signs will be available for those accepting this form of payment. Training will be available. We strongly encourage taking advantage of this program as it increases your sales. We offer cash reimbursement at the end of the market day for most vouchers under \$50, as available. Checks may be drafted later for higher amounts.
2. There may be a “Community Table” for businesses, community members, other non-profit agencies, or causes approved by the committee.
3. If you have extra produce, we recommend donating to **House of Hope**. They are located one block northwest of our district and provide shelter for young mothers and their children under the age of 5.
4. Signage and other methods of advertising will be used to promote attendance.
5. Facebook, MilitaryAve.org website and other social media will be used for advertising and a source for updates and news. Please share, like, post, and re-post to help us. It is best for all of us to advertise!
6. By attending the market as a vendor, you are authorizing us to use your image and that of your booth for marketing purposes. *You must notify us if you want to opt out of any image or representation of your booth or product being used.*
7. Possible entertainment such as music, demonstrations, themes, or guests will be scheduled when possible. Please post your own specials, too. Let us know ahead of time so we can help you promote your specials. We send a reminder to our customers on the week before the Saturday morning market.

G. Accepting EBT payments can increase your sales

The Market on Military **strongly encourages** you to participate in these food support programs. In addition to the government supported programs, we also participate in local incentive programs to bring people to the market to experience the healthy, fresh foods we have to offer. Ask questions if you don't understand the program.

EBT – Electronic Benefits Transfer *Can be used to purchase any **food** for the household, such as:

- Fruits and vegetables;
- Meat, poultry, eggs and fish;
- Dairy products;
- Breads and cereals;
- Other foods such as snack foods and non-alcoholic beverages; and
- Seeds and plants, which produce food for the household to eat.

SNAP/EBT is a food support program that gives qualified people a debit type card which they bring to the information booth to purchase vouchers to be spent on any eligible food, edible or

food plants, or herbs. The vouchers we sell can be used at any of the Green Bay Markets. These white base w green printing vouchers do not expire.

HOW: Fill out the application to be registered with all the Green Bay Farmers Markets.

CASHING IN EBT: Bring the vouchers, once per market, to the information booth to exchange for cash. If the amount is too high, a check may need to be drafted and mailed to you within one week.

I. Information for Specific Product Vendors:

** Items marked with a * are required to be submitted with your applications.*

All Market on Military Vendors –

1. The flavor of our market is *Local, Hand-crafted, Home-made and Inclusive*. Please help us form a positive and unique environment.
2. Specialty, diverse and unique items are especially welcomed and encouraged! These items bring in more of our neighbors and can be a good story to tell.
3. All vendors selling taxable products must have a sellers permit from the State of Wisconsin if required. This link will help you decide <https://www.revenue.wi.gov/Pages/FAQS/pcs-seller.aspx>.
4. Our market is a traditional farmers market, family/ kid friendly, and pet friendly.
5. We value the acceptance of payment by EBT vouchers to encourage healthy eating for all.
6. We encourage the use of re-usable, bio-degradable and/or compostable containers and bags.

Fresh Produce Vendors – Fresh picked and uncut vegetables, fruits, apples, melons, etc. Also, seasonal decorations, living plants, fresh cut flowers, etc.

1. Must be locally grown within 100 miles of Green Bay. Any exceptions must be written on your application and approved by the market staff.
2. Produce must be personally cultivated by you or the business you own, and address listed on the application. Only 20% of your sales can be other, local produce. But all must be locally grown. Some exceptions may apply, ASK.
3. The items you sell must be listed on your application Product Description Form. (To help us avoid excessive duplication.)
4. Samples may be cut if proper safe food conditions are followed.
5. *Certified Organic vendors must include proof of certification to promote “organic.”
6. Practice all safe food handling procedures and obtain any license or permits required for your product(s).
7. We encourage the use of re-usable, bio-degradable and/or compostable containers.

8. If you are selling products by weight, a class III scale is required by the City of Green Bay, for more information contact the City of Green Bay's Weights & Measures Inspection Division at 920.448.3300.

Processed/Preserved Food Vendors - Prepackaged or processed foods such as pickles, salsa, honey, baked goods, etc.

1. All food must be processed by you or the business you own. Only 20% of your products can be processed by other properly licensed local vendors.
2. All vendors must have signs displaying their name or farm name and town.
3. *Processed food items need to be sold with valid processing license and comply with Wisconsin labeling law requirements. Proof of license is required for Brown County Health Dept. inspections at the market. Check to see if you are exempt here DATCPDFSLicensing@wi.gov. Also see the Reference section of this document.
4. Practice all safe food handling procedures and guidelines for your product.
5. We encourage the use of re-usable, bio-degradable and/or compostable containers.
6. If you are selling products by weight, a class III scale is required by the City of Green Bay, for more information contact the City of Green Bay's Weights & Measures Inspection Division at 920.448.3300.
7. Best practices for selling home-Baked Goods www.wisconsincottagedfood.com

Food Consumed on Site Vendor - Foods sold or prepared on-site for immediate consumption. This is not allowed inside at the BMO winter market site.

Handmade Craft/Art or Décor Vendor - Hand-crafted and home-made products, art and crafts.

1. Items sold must be of your original design or creation.
2. No used or garage sale type items may be sold. (unless we host a flea market)
3. The person displaying the items must be the creator. (sorry, no sales reps or pyramid products) Only 20% of your products can be of another local artist or creator.
4. All vendors must have signs displaying their name and town.
5. *Photos representing your work must be submitted with your application.
6. We encourage the use of re-usable, bio-degradable and/or compostable containers.

J. Behavior:

1. We operate in a manner encouraging everyone to participate in the market, as a customer or a vendor.
2. Threatening behavior, both verbal and physical, and acts of violence at the market, office or

by electronic means will not be tolerated.

3. Hate speech or symbols and acts of discrimination are threatening and violent. Any person who engages in this behavior shall be warned and/or removed from the premises.
4. An offender may be banned from the premises pending the outcome of an investigation for acts deemed unacceptable in an inclusive market.
5. Written complaints may be submitted to the market manager in person or via email at Director@militaryave.org.

K. Acceptance and Priority:

If you are accepted as a vendor, you will receive a letter, email, and/or call of acceptance confirming membership for the season. With much smaller space, this priority list will be used. Customer feedback on items is also considered.

Priority for acceptance is in this order:

1. Agriculture – local farmers and producers and those practicing sustainable, responsible methods of production.
2. History, Compliance and Conduct – businesses with a history of compliance and success with our market's governance and rules.
3. Product quality and diversity – vendors with consistently high-quality products, display, and diverse selections.
4. Products and vendors to compliment the makeup of the market. We strive for a majority food and produce vendors.

RESOURCES and CONTACTS FOR YOU

MARKET ON MILITARY APPLICATIONS AND INFO www.militaryave.org

CITY OF GREEN BAY WEIGHTS AND MEASURERS

City of Green Bay Sealer, Weights and Measures, p. 920-448-3413, email joe.hoppe@greenbaywi.gov

BROWN COUNTY HEALTH DEPARTMENT

Random inspections for food. P. 920-448-6400 Ready-to-eat food vendors must call to see what YOU need to do. A license and insurance is necessary to serve food at our market.

<https://www.browncountywi.gov/departments/public-health/general-information/>

COVID-19 Brown County document - <https://www.browncountywi.gov/community/covid-19/general-information/>

WIC (Women Infant Children) and Senior Vouchers *can be used for: Only for fruits, veggies, and herbs. CONTACT: Jamie Campbell, RD, CD, IBCLC

WIC Project Nutritionist and Vendor 610 S. Broadway Green Bay, WI 54303

wic.west@newcommunityclinic.org Phone: 920-431-0243 Fax: 920-431-0248

LICENSING and PICKLE LAW/COTTAGE LAW INFO w LABELING REQUIREMENTS

Local Food Marketing Guide w good resources

https://datcp.wi.gov/Documents/DAD/LocalMarketingFoodGuide_1_16.pdf

Selling Home-Baked Goods | [wicottagefood \(wisconsincottagefood.com\)](http://wicottagefood.com)

[Homemade for Sale: How to Set up and Market a Food Business From Your Home Kitchen](#)

Cottage food business start-up resource

[Wisconsin Food Processing Guide](#)

If you're interested in selling a food product not covered under cottage food law.

Note: You can download the pdf for free

[Selling High Acid Canned Items under the Pickle Bill](#)

[Printable Judge's Ruling](#)

Print and carry the following documents in case you are questioned. [Doc 1](#) [Doc 2](#)

STATE OF WISCONSIN SELLERS PERMIT

<https://www.revenue.wi.gov/Pages/FAQS/pcs-seller.aspx>

GOOD FACEBOOK GROUPS

Military Avenue Business District and Market on Military (group and page)

[Farm Direct Wisconsin](#) Really good partnerships and advertising for farmers/growers.

[Your Successful Farm Business Discussion Group](#) Really good farming related info!

COMPOSTABLE. ECO FRIENDLY PACKAGING

Where possible use sustainable products!!

Nashville Wraps <https://www.nashvillewraps.com/pages/greenway>

Food Biz Supply <https://www.foodbizsupply.com/>

Elevate Packaging <https://elevatepackaging.com/>