

Please read, and make a copy of this form for your records.

MARKET ON MILITARY INFORMATION **RULES and GUIDELINES**

A. Contact Info:

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

B. Logistics:

Set up and take down times - It is important to follow these guidelines for the safety of you and our customers.

1. ****NEW LOCATION THIS SUMMER!** For GPS, our address is 216 S Military Ave. Green Bay, WI 54304. The former Shopko store parking lot.
2. The market will open at 2:00 PM for customer sales and end at 7:00 PM or dusk in the fall. **Set up can begin at 12:00 noon.**
3. There will be no moving vehicles allowed after 1:30 PM inside the market area. Safety first! Please be on time to be set up before the 2:00 PM opening. If you arrive late, an escort must be given to you and your vehicle.
4. Vendors must remain in place until the close of the market unless there is an emergency. In case of emergency, let us know before you leave. Staff must assist you with your exit.
5. Due to the negative look of empty spaces, we may fill your space if you are late or absent. Space assignments are subject to change as we may need to rearrange for the best market layout.
6. As space allows, vendors are allowed to sell out of their vehicle and also have a table and/or canopy. Weather related issues may warrant a “no tent day”. Those required to have a tent for Health Department reasons must still have a tent.
7. Most sites have room for one vehicle.
8. Give our customers the best parking spots! Move any unnecessary vehicle away from the market. Plenty of parking is available within a short walking distance.
9. The market managers have the authority to move and reassign stall spaces to enhance or facilitate the market operations.
10. All vendors are responsible for their own **garbage removal**. Please do not use the customer trash receptacles.
11. Electricity is not available on the market grounds. Generator use must be quiet and considerate to all. Please place in a spot as to not disturb others with consideration of sound and exhaust.
12. Smoking is prohibited within the market grounds.

C. Health Guidelines:

Your Health and Safety

1. Stay home if you are sick or do not feel well (No penalty to miss a market, but please call or text to let us know) Leah's cell phone is 612-810-0474.
2. As a farmers market, we are food related, so please use your judgement as to when you shouldn't be around food or people. Mask as necessary.

Your Booth and Facility

1. Present yourself and your product in a clean, healthy manor.
2. Be considerate of germs when offering food samples.
3. Clean frequently touched surfaces often.
4. Keep and remove all your own garbage. The customer garbage cans are NOT for your use.

D. Vendor Transactions:

1. Price, terms of sale, etc. are between the buyer and you. All vendors must agree to abide by fair business practices.
2. **All** vendors are required to complete the anonymous sales reporting form after every market. This form is available to be filled out on paper or online upon request.
3. Any required sales tax collections and remittances are the sole responsibility of you, the seller.
4. Prices should be clearly posted for customers. This helps to encourage sales.
5. Any non-local food must be marked as such, and is required by WIC and Senior Voucher sellers.
6. Help your sales by interacting with your customer! Stand up, make eye contact, communicate, and smile. A smile goes a long way. Ask us for tips.

E. Equipment and Appearance:

1. Canopy tents are strongly encouraged but, weather and wind conditions may warrant a tent free day. Some product is required to be sold under a tent. Know your own requirements.
2. You are required to provide your own signage, tables, chairs, canopy tent plus properly attached **35# - 50# per foot canopy weights**. Weights are a MUST for our market.
3. 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.
4. 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.
5. **All trash generated by you must be removed daily to an off-site location.** Market receptacles for customers cannot be used for vendor trash.
6. All market vendors should represent themselves in an appropriate manner of dress and state of

cleanliness.

7. Shirts and shoes should be worn at all times.

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 lightning. You will be sent an email plus you can check our Facebook page at Military Avenue Business Association or Market on Military group for weather related closings or announcements. Weather related closings will be announced as soon as possible.
2. Please do NOT post on our Facebook pages that **you** are not attending due to weather. This is detrimental to the vendors that do attend that day.
3. If you need to cancel your **contract** with us, please give us a two week notice or contact us as soon as possible. A prorated amount may be returned to you with your proper notice. Director@militaryave.org or 920.544.9503.
4. If you are unable to attend a certain day that you had included in your application, please contact us by Tuesday of the market week or as soon as possible. No refund will be made for that day. Director @militaryave.org or 920.544.9503
5. For last minute communication, call the market coordinator's cell phone at 612-810-0474 Leah. We are at the market site several hours before the start of the market and not watching emails.
6. Two unexcused absences may result in expulsion, change, or loss of a space assignment.

G. **Special Services and Features at Market on Military:**

1. The Military Avenue information booth will sell, accept and coordinate vouchers for EBT food support program. 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 a cash reimbursement at the end of the market day as cash is 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 will take your unwanted products to **House of Hope**. They are located one block north west of our district and provide shelter for young mothers and their children under the age of 5.
4. A portable, accessible rest room will be available on the market site. Hand sanitizer station will be available.
5. Pets are allowed at the market, provided the following:
 - Dogs are to be kept on a short leash.
 - Dogs are kept under control and by the owner's side at all times.
 - Dogs must be friendly with other dogs and people.
 - Dog owners must be considerate of those who do not wish to be in contact with dogs.

- Owners must clean up after their pets.
 - Military Avenue, Inc. reserves the right to request that owners remove pets from the market at any time.
6. Signage and other methods of advertising will be done to promote attendance.
 7. 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.
 8. 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 being used.
 9. Possible entertainment such as music, demonstrations, themes, or guests will be scheduled when possible. Please host your own specials, too. Let us know ahead of time so we can help you promote your specials.

H. Accepting EBT and WIC 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 a 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, 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 of the Green Bay Farmers Markets.

CASHING IN EBT: Bring the vouchers, one time 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.

DYB – Double Your Bucks *Can be used for only fresh fruits, veggies, and herbs. Colored paper vouchers expire each year. Find out what color is valid for this year.

A grant allows us to double EBT vouchers for customers, up to \$10 per day. This increases sales for you and allows them to buy fresh!

HOW: Same as above.

CASHING IN DYB: Same as above.

WIC (Women Infant Children) and Senior Vouchers *can be used for **local** fruits, vegetables, and herbs, only.

This program is operated by an outside agency. You must register with them to accept checks that you deposit in your bank account.

Jamie Campbell, RD, CD, IBCLC

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

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

HOW: Sign up with Jamie for instructions and training. She comes to our market if needed.

CASHING IN WIC and SENIOR: Once you are approved for this program, you will be instructed on how to deposit the check/vouchers directly to your account.

G. Specific Product Information for Vendors:

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

This section is for 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. Local, local, and local.
2. * All vendors must submit information to the market to complete a State of WI S-240, going to the WI Department of Revenue. This was new in 2023, and required by the State.
3. 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.
4. All vendors 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>.
5. Our market is family/child friendly. We may have an activity for kids/adults and chalk available. Your products must be family friendly.
6. We value the acceptance of payment by EBT, WIC, and Senior Vouchers to encourage healthy eating for all.
7. We encourage the use of re-usable, bio-degradable and/or compostable containers and bags.
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.

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.
2. 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.
3. Items you sell must be listed on the Product Description Form on your application. (To help us avoid over duplication.)
4. Samples may be offered if proper safe food conditions are followed.
5. * Certified Organic vendors must include proof of certification in order to promote “organic.”
6. Practice all safe food handling procedures and obtain any license or permits required for your product(s).

Processed/Preserved Food Vendors - Prepackaged or processed foods such as pickles, salsas, flavored honey, smoked, 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. 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. Best practices for selling home-Baked Goods - www.wisconsincottagefood.com

Food Consumed on Site/Mobile Food Vendor - Foods sold or prepared on-site for immediate consumption.

1. * A temporary or mobile food establishment permit from the State of WI, Brown County Health Department and/or City of Green Bay is required. Please contact the Brown County Health Department at 920.448.6400. The Brown County Health Dept. does random inspections at the market.
2. *You must have insurance and list us on the insurance certificate. Submit a copy of the certificate to us. Ask for certificate holder name and addresses.
3. Apply protection to the ground surface in case of spills. Use plywood or non-slip surfaces in high traffic areas.
4. Only the food listed on your application may be sold by the vendor preparing the food.
5. You must remove all your own garbage and not use the customer trash containers.

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. Person displaying the items must be the creator. (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.

H. Behavior:

1. We operate in a manner encouraging everyone to participate in the market, as a customer or a vendor. The vendors should promote this inclusion as well.
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 considered to be 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 mail or email at Director@militaryave.org.

I. Acceptance:

If you are accepted as a vendor, you will receive a letter, email, and/or call of acceptance confirming membership for the season. Payment is due at this time!

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 with market, governance rules, and a positive history with our market.
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 of food and produce vendors but want to add value for customers with high quality homemade goods.

Thanks for your interest in Market on Military!

RESOURCES FOR YOU

CITY OF GREEN BAY WEIGHTS AND MEASURERS

Jason Stubble P. 920-448-3413 EMAIL: JasonSt@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 is necessary to serve food at our market.

Re-Opening 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 **local** 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 FOOD 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](#)

STATE OF WISCONSIN SELLERS PERMIT

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

STATE OF WISCONSIN TEMPORARY EVENT FORM – Filled out by the market

<https://www.revenue.wi.gov/DORForms/s-240f.pdf> You are required to supply this information.

GOOD FACEBOOK PAGES and GROUPS

Military Avenue Business District

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!!