



KAUKAUNA FARMERS MARKET

VENDOR GUIDELINES

Mission:

The Kaukauna Farmers Market creates a space for farmers, growers and producers of agricultural and farm related products to offer an alternate marketing outlet, as well as provide patrons with a wide variety of fresh local produce, food, art and atmosphere.

Location and Times:

- The Kaukauna Farmers Market is located along the north side of the parking lot behind the Second Street shops. The address is: 101 Crooks Ave., Kaukauna, WI 54130.
- Market Hours are every Wednesday starting on June 4th – August 27th from 4:30 PM – 8:00 PM and September 3rd – September 24th from 4:30 PM – 7:00 PM.
- Market will proceed rain or shine.

Market Management:

- The Market Manager shall enforce all the guidelines of the Market and work with the vendors to assist in their success.

Eligible Vendors:

Grower/Producer, Processed/Prepared Foods and Artisan/Crafter. We limit amount of vendors in each category so there is no over saturation. Our goal is to have our vendors do well.

- Vendors may sell only those products they themselves helped to produce.
- Farmers and food producers will be given priority over artisans at the Market.

Grower/Producer:

- Raw agricultural product not altered from its original state.
- Homegrown produce, fruits, vegetables, fresh & dried flowers, nuts and potted plants.

Processed Foods:

- Meat, baked goods, syrup, honey, salsa, jam, jelly, eggs and cheeses.
- All vendors selling processed foods must present the appropriate license and permit to Manager.
- The Wisconsin pickle bill allows for the sale of some home canned foods without a license only under certain limited circumstances. It is important to remember that vendors are legally liable for what they sell, regardless of whether they are licensed.

Prepared Foods:

- Hot or cold ready-to-consume food and drink. To include, but are not limited to baked goods, brats, popcorn, egg rolls, doughnuts, coffee and lemonade.
- All vendors selling prepared foods must present the appropriate license and permit to Manager.

Artisan/Crafter Products:

- Fine art, wooden crafts, textiles, jewelry, metal art and seasonal items.
- A limited number of artisans and crafters will be permitted into the Market.
- All items must be original and handcrafted by the vendor.
- Items must exhibit a quality of craftsmanship.
- Items must not present a potential hazard to consumers.
- One sample photo must be submitted with your description on the application.
- Items that contain ingredients (eg: soaps) must meet Wisconsin labeling and weight regulations.

Health Guidelines/Licenses/Permits:

- There are regulations that food and drink altered from its original state requires a license.
- It is the responsibility of the vendor to apply for and pay for any licenses or permits needed for the sale of their product at the Kaukauna Farmers Market.
- Please provide copies of all licenses and permits to the Market Manager.
- It is the responsibility of the vendor to adhere to any and all health codes for safe food handling.
- Please review food sampling guidelines if you are interested in providing food samples.
- Please review the following common examples of licensing requirements for vendors operating at the Kaukauna Farmers Market.

License Required

- Frozen or refrigerated meat products
- Meal items (brats, egg rolls)
- Carmel corn, lemonade
- Beef sticks, cheeses
- Bakery
- Eggs

NO License Required

- Fresh produce
- Arts and crafts
- Honey and maple syrup
- Food samples
- Packaged candy

• If you have any questions on health guidelines, or acquiring a food selling permit, please contact the Outagamie County Health Department at (920) 832-5100.

Weights and Measures:

- There are regulations that various foods and other commodities shall be sold by weight, measure or count.
- Those items required to be sold by weight shall be weighed on a commercial scale.

- These types of scales are not typically found at a hardware, department or farm store. The scale has to be legal for trade and certified by Kaukauna Weights & Measures. (We contract Appleton W&M). Free scale testing Wednesday May 14, 2025 11:00 AM – 12:00 PM. See W&M handout.
- Processed food and numerous other products require and must have proper labeling.
- Vendors are responsible for having a 2025 Kaukauna sticker on their scale. Any questions, or to have your scale certified may be directed to City Sealer of Appleton, Eric Maggio (920) 832-6429.

Woman, Infants and Children Program (WIC):

- The Kaukauna Farmers Market is WIC certified.
- If you are interested in becoming a certified WIC vendor, contact Crystal Hein (920) 832 – 4912.

General Guidelines:

- All vendors shall conduct themselves in a manner that is courteous to other vendors and patrons. Behavior that is threatening, abusive or harassing will not be tolerated.
- Vendors must wear shirts and shoes at all times while at the Market.
- No signage or pamphlets are allowed to promote activities outside the Market that is not related to vendor business. This includes but is not limited to unrelated commercial businesses, controversial topics, political or religious affiliations.
- If any concerns arise, please contact the onsite Market Manager.

Fees & Vendor Status:

- Yearly vendor fee: \$130.00 / Weekly vendor fee: \$10.00.
- All efforts will be made to assign full season vendors to the same stall throughout the entire season.
- Vendors cannot split their stall with another individual unless approved by Manager.

Vendor Stalls:

- Vendors must be set up in their proper location no later than 4:00 PM and remain in place until market end unless otherwise discussed with Market management. Arriving late to the Market may pose a safety risk to shoppers. When this risk exists, the Manager may have to place accordingly.
- Market Manager will assign and designate all vendor stalls.
- All vendor stalls will be large enough to accommodate at least a 10'x10' tent.
- Each vendor is limited to occupy only those stalls that have been assigned to them.
- During peak produce season, the stall size may be shifted to accommodate the harvest.
- Vendor must have their sign (provided) posted and visible at all times during the Market.
- Vendor must clearly display prices of all items.

Vendor Attendance:

- The Market will be held regardless of weather conditions.
- Vendors are required to notify Market management by Monday at 5:00 PM before the Wednesday Market if they will not need their stall that week. Open vendor stalls will be assigned to a weekly vendor from the wait list. This is for safety and so our customers can shop a full Market.
- Vendors are required to stay for the entirety of the Market.
- The stall a vendor acquires during the Market season is not theirs to give away or sell to another vendor. If you cannot make it, please give notice.

Parking:

- Vendors will be allowed to have their vehicle close to them with only a few exceptions.

Equipment, Supplies and Maintenance:

- Vendors are responsible for set up and clean up of their stall. This includes tables, tents and trash.
- Tents and/or umbrellas are to be secured at all times! Vendors must have at least 30 lbs secured per each tent pole. Please do not take for granted the power of the wind. Even the best set up should be checked every week. It is up to the discretion of Market Manager to order all tents down per weather. **NO WEIGHTS...NO TENT!**
- Vendors cannot drill or stake anything into the ground.
- All signs must be within the allotted vendor's stall and must not block pedestrian traffic or interfere with other vendor's display or views.

Electricity:

- Electricity will be designated to full season vendors first.
- No generators are allowed at the Market unless approved by Manager.

Farm/Kitchen Visits:

- Growers, producers and processors shall make available for inspection, upon the request of Market management, the land upon which their produce is raised or produced or the commercial kitchen in which products are made.

Prohibited Products:

- Vendors cannot sell any items that are not handmade or homegrown.
- Pre-purchased products, used items or flea market items are expressly prohibited.

Other:

- Neither the Kaukauna Farmers Market nor its representatives are responsible for damage or loss of any personal belongings.
- Vendors will operate at their own risk and assume liability from the customers.
- Contact information: Vendors need to let management know if they'll be unable to attend a Market or running late.

Olivia Lamers
Community Enrichment Coordinator

CITY OF KAUKAUNA
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