2026-2027 Indoor Farmers Market

Contact Information:
monroewifm@gmail.com
608-214-1330

Executive Director Main Street Monroe, Inc.	Jordan Norby	608-328-4023 monroemainstreet.org
Main Street Monroe Representative	Chelsea Sulzer	608-921-5651
Market Volunteer	Lily Otte	402-363-9508

Vendor Subcommittee Members

Member at Large	Jean Schubert Fields of Promise	815-275-7335
Member at Large	Paul Brunner Brunner Produce	608-558-2699
Member at Large	Tamara Schulte Tammy's Patch	608-214-3457

Monroe Farmers Market 2026-2027 Rules, Regulations & Policies

The Main Street Monroe Farmers Market is open to vendors who desire to sell their own products of quality and value. It is a producer only market. All products sold at the market are required to be handmade, homegrown or value-added, incorporating raw materials.

DATES OF OPERATION: (subject to weather)

The 2026-2027 Indoor market will be held the 3rd Saturday of November, March, and April.
The 1st and 3rd Saturdays in December.
No markets in January and February.

Dates:
November 21, 2026
December 5, 2026
December 19, 2026
March 20, 2027
April 17, 2027

HOURS OF OPERATION:

Saturdays – 9:00 a.m. to 12:00 p.m.
The Indoor market will be located inside the **Masonic Temple, 1613 10th Street,** on the North side of the Monroe downtown square.
The entrance is the glass door beside the Orange Kitten Yarn Shop.

REGISTRATION INFORMATION:

Registration for the upcoming season will begin immediately and continue on a rolling basis.
Please sign and date the application and the Hold Harmless Agreement. You may want to keep a copy for your records.

Completed applications may be mailed to or emailed to:

Main Street Monroe, Inc.
1717 10th Street
Monroe, WI 53566

monroewifm@gmail.com

RESOURCE CONTACT INFORMATION:

Wisconsin Department of Revenue – Sellers Permits - (State required)

Register at https://tap.revenue.wi.gov/btr/_/ Phone: (608) 266-2776

Supplemental Nutrition Assistance Program Education (SNAP) -

Training and Info. www.fns.usda.gov/snap – *USDA required to accept SNAP*

Women, Infants & Children (WIC) Farmers Market Nutrition Program

Email: DHSWICFMNP@wisconsin.gov Phone: 608-266-9824

Must sign up at Green County Human Services to participate.

Resource Contact Information Weights & Measures, Department of Agriculture, Trade and Consumer Protection (DATCP)

Email: datcpweightsandmeasures@wi.gov Phone (608) 224-4942

Information on Licensing, Inspections, Food Safety, and Processing

Email: datcpweightsandmeasures@wi.gov Phone 608-224-4923

Wisconsin Nursery Grower/Dealer Information

https://datcp.wi.gov/Pages/Homepage.aspx Phone: 608-224-5012

GENERAL RULES AND REGULATIONS:

Each prospective vendor must complete and return the attached registration form, hold harmless agreement, and the vendor category/product list. Note that the form asks that you identify all products. This information will be used to assist the subcommittee in determining whether the products are appropriate for the market, to promote them, and to educate customers. The vendor may sell only homegrown or handmade products using raw materials. No products may be purchased from another source and brought in under a participating vendor's name and resold.

1. The Monroe Farmers Market Subcommittee retains the right to refuse any vendor or product deemed not to meet minimum standards.
2. It is the responsibility of each vendor/producer to abide by all federal, state, and local regulations which govern the production, harvest, preparation, preservation, labeling, and/or safety of products offered for sale at the market. Product liability insurance is the sole responsibility of the vendor producer.
3. The vendor/producer is responsible for obtaining all licenses or permits required for the sale of his/her product(s) to the public. Each vendor must supply appropriate forms for kitchen certifications, state permits, and all legal documents with this application.
4. One-week notice is requested for approval, paperwork clearance and location placement. Participation by a vendor with less notice will be permitted only at the sub-committee's discretion.
5. The market subcommittee or an appointee thereof has the right to conduct an inspection of the production areas of any products sold by a vendor/producer. The vendor/producer may be given a 48 hour notice prior to an inspection, along with the reasons for such inspection. Failure to allow such an inspection will constitute a violation of the rules and regulations. Sanctions may include a written warning, suspension or expulsion from the market, with or without a refund of all paid fees.
6. Market management has full authority to enforce all rules and regulations within the market area. Failure by vendors/producers to comply with any rules and regulations may result in the forfeiture of privilege as a participant in the market for a length of time determined by market management.
7. Participation in the market by non-profit organizations and charities will be decided by the market subcommittee and Main Street Monroe's Board of Directors on a case-by-case basis. Requests from religious and political organizations will not be considered; visible donation containers for such entities are not permitted.
8. Subcommittee Members will serve a two-year commitment. All subcommittee members will be selected by the subcommittee and/or Main Street Monroe Board.
9. If a subcommittee member is unable to fulfill his/her two-year term, an interim replacement will be appointed by a simple majority vote by the subcommittee until the end of the officer's original two-year term.
10. Selling of live animals is prohibited.

2026 - 2027 INDOOR VENDOR FEES

Fee Includes 1 8ft Table	
Daily Vendor (no cap)	**$20**

Fee to be collected the day of the market. No pre-payment is available.

VENDORS

There are five (5) markets to the season. There are twelve (12) vendor spaces (**one table each**) available each day of the market.

Vendors register by submitting an application at least one week before the vendor wants to start participating in the market. The vendor only needs to fill out one application per season but pays (with no cap) the daily fee each time the vendor participates in the market. Tables at the indoor market are first come, first serve.

Because of the limited space available, Vendors must email the Farmer's Market email prior to market to reserve a table at the market. Registration will begin the Monday before the market with first twelve (12) emails sent by vendors being granted a table.

VENDOR CONDUCT

1. Vendors' children less than six (6) years old must remain within their parents' stall unless accompanied by an older, responsible person. Children from 6-12 years must behave appropriately; otherwise, they must remain in their parents' stall. All children must behave appropriately, not disturbing vendors or customers.

2. Vendors younger than 16 require the presence of an adult at all times (state law).

3. Vendors are not allowed to bring personal pets to the market.

4. Vendors are to remain set up until market time ends, unless prior arrangements have been made with the subcommittee designee.

5. Fraudulent, dishonest, or deceptive merchandising will be grounds for forfeiture of the privilege of doing business at the market.

6. All vendors shall conduct themselves in a manner that is courteous to other vendors and the public. Vendors, as integral representatives of the market as a whole, are expected to adhere to acceptable business principles in matter of personal conduct and appropriate person integrity at all times. This involves sincere respect for the rights and feelings of fellow vendors, customers, and management. Inappropriate behavior, including, but not limited to obscene, abusive, threatening, sexual and discriminatory language

or behavior will not be tolerated.

MARKET PARTICIPATION:

1. **Reservation of a table is required in advance for each Saturday. Space is limited and tables need to be set up each Saturday for the number of vendors participating. Registration will open the Monday before the market with the first twelve (12) emails sent by vendors being granted a table. Reservations will be confirmed via email.**

2. If an absence becomes necessary, the vendor must notify the market contact by 6:00pm the night before the market.

3. **Vendors must be at their table by 8:30am. Doors to be unlocked for set by 8:00AM.**

4. Vendors must pack-up their merchandise no later than one hour after market.

5. The subcommittee or designee has the authority to extend or shorten market hours (inclement weather, special events) as deemed appropriate and beneficial.

6. Monroe promotions may request vendors' involvement, support and/or products through the use of coupons, produce baskets, and other types of customer appreciation strategies.

DISCIPLINARY ACTIONS:

1st offense: Verbal Warning
2nd offense: No participation at next two (2) markets
3rd offense: Not allowed to vend for completion of market season, no refunds. Disciplinary action that results in forfeiture of market participation may be appealed to the Market subcommittee to present information and reasons that the vendor believes were not adequately considered.

Main Street Monroe, Inc, via its executive director and board of directors, reserves the right to change, amend, modify, and suspend the previously listed disciplinary actions as needed.

2026-2027 Indoor Market

REGISTRATION/AGREEMENT FORM

Farm or Business Name:_____

Vendor Name:_____

Address:_____ City:_____ State:____ Zip:_____

Phone:_____ Email:_____

Vendor 2 Name:_____

Contact information if different than Vendor 1
Address:_____ City:_____ State:____ Zip:_____

Phone:_____ Email:_____

Please list your authorized helpers: (only authorized helpers on this list will be able to sell.) Vendors must be 16 or older. For those aged 12 to 15 it is mandatory that an adult be present during vending hours.
1:_____

2:_____

3:_____

Please provide up to two physical addresses for your business' primary point(s) of production if you grow produce, value added products, or prepare foods somewhere other than the Monroe Farmers Market. <u>No P.O. Boxes</u>

Primary production location:	**Secondary production location:**
Address _____ City. _____ State____Zip _____ Farm Business Yes_____No._____ Acres Owned _____ Acres Leased _____ Acres Cultivated _____	Address _____ City_____State____Zip _____ Farm Business Yes_____No____ Acres Owned _____ Acres Leased _____ Acres Cultivated _____

Identify the type(s) of products that you will sell at this market . <u>Please circle all that apply</u>:

Produce	Meat & seafood	Dairy	Eggs	Value Added	Prepared Foods	Plants & flowers	Crafts / Arts / Services	Baked Goods

Produce – Asparagus, Beans, Beets, Bok Choy, Broccoli, Brussel Sprouts, Cabbage, Carrots, Cauliflower, Celery, Eggplant, Garlic, Gourds, Herbs, Kohlrabi, Kale, Leeks, Lettuce, Mushrooms, Okra, Onions, Parsnips, Peas, Peppers, Popcorn, Potatoes, Pumpkins, Radishes, Rutabaga, Spinach, Summer Squash, Winter Squash, Sweet Corn, Swiss Chard, Tomatoes, Turnips, Zucchini, Apples, Berries, Melons, Pears
Meat and Seafood – Beef, Bison, Chicken, Lamb, Pork, Goat, Fresh Water, Salt Water, Shell Fish
Dairy – Milk, Cheese, Yogurt
Eggs – Chicken, Duck, Pheasant, Ostrich, Turkey
Value added – Bees Wax, Honey, Milled Grains, Jams & Jellies, Maple Syrup, Pickles, Salsa
Prepared Foods – Coffee, Sandwiches, Cream Puffs, Grilled Foods, Salads, Ice Cream
Plants & Flowers – Annuals, Cut Flowers, Dried Flowers, Perennials, Seedlings, Vegetable Starts
Arts Crafts Services – Aprons, Art Work, Body Products, Books, Candles, Ceramics, Crochet/Knit, Fiber Products, Furniture, Jewelry, Massages, Needle Point, Pet Supplies, Signs, Soap, Quilts, Woodworking
Baked Goods – Bars, Cakes, Cookies, Danish, Donuts, Pastries, Pies

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I have read and understand the 2026/27 Main Street Monroe Indoor Farmers Market Rules and Regulations and I agree to abide by said Rules and Regulations at all times while vending at the market. **(Revised: 9/26/2026)**

Signature_____Date:_____

Mail or email completed agreement to:

Main Street Monroe, Inc.
Attention: Monroe Farmers Market
1717 10th Street
Monroe WI 53566

monroewifm@gmail.com