



2026 Outdoor Market

CONTACT INFORMATION

608-214-1330

monroewifm@gmail.com

Executive Director Main Street Monroe, Inc.	Jordan Nordby	608-328-4023 Monroemainstreet.org
Main Street Monroe Representative	Tom Miller	608-329-4421
Farmers Market Coordinator	Lily Otte	402-363-9508 monroewifm@gmail.com

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 Rules, Regulations & Policies (Revised 3/13/2026)

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:

The 2026 market opens Saturday, May 2, 2026 and on all subsequent Wednesdays and Saturdays thereafter through October 31, 2026 (subject to weather).

HOURS OF OPERATION:

Saturdays – 8:00 a.m. to 12:00 p.m. on the East/North side of the Courthouse Square

Wednesdays – 12:00 to 3:00 p.m. on the East side of the Courthouse Square
- *locations subject to change.*

REGISTRATION INFORMATION:

Registration for the upcoming season will begin immediately, and will 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 and payments may be mailed or emailed to:

Main Street Monroe, Inc. (second floor of WI Bank & Trust)
1717 10th Street
Monroe, WI 53566

monroewifm@gmail.com

RESOURCE CONTACT INFORMATION:

Wisconsin Department of Revenue – Sellers Permits (State required for selling certain items)

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 (If interested, contact FM Coordinator to assist you in working with SNAP)

Women, Infants & Children (WIC) Farmers Market Nutrition Program
(Vendor must be registered through Green County Human Services to accept WIC)

Contact: Kristin Weber Email: kmweber@greencountywi.org
or Email: DHSWICFMNP@wisconsin.gov Phone: 608-266-9824

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, Sellers Permits, and all legal documents with this application. Please refer to previous page RESOURCE CONTACT INFORMATION.**
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 will 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 special interest organizations will not be considered; visible donation containers for such entities are not permitted.
8. Subcommittee Members will serve a two year commitment.
Subcommittee members will be selected by Main Street Board/Member and/or sub-committee.
9. If a subcommittee member is unable to fulfill his/her two-year term, an interim replacement will be appointed by Main Street Board/Member or a simple majority vote by the subcommittee until the end of the officer's original two-year term.

2026 VENDOR FEES

	Paid Before April 12th	Paid April 12th or after	Annual Vehicle Fee
Season – Two days each week per stall	\$150	\$200	-
Season – One day per week per stall	\$110	\$160	-
Daily Vendor fee (no cap) per stall	\$20	-	-

VENDORS

There are 53 markets to the season with 26 Wednesday markets and 27 Saturday markets. A vendor registering as a season vendor does not have to be at every market day during the season.

A daily vendor registers by submitting an application 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 the daily fee each time the vendor participates in the market, until they reach 10 Saturdays attended (equalling \$200). Spaces for the Saturday market will be as vendors show up.

No vendors are to be in the Farmers Market area of the street prior to 7:00 a.m. on Saturday.

VENDOR STALLS

CANOPY STALL

- 12' x 12' (We will be using the street splices for the 12' markings)
- Pull vehicle up to curb at a 90 degree angle
- Set up canopy directly behind vehicle
- **Additional helpers or vendors are to park their vehicle behind the First National Bank in the parking lot on the corner of 9th and 17th, on the north side of the lot. Leaving spaces on the North and West side of the square open for customers.**
- Electricity is not supplied.

ARRIVING AT YOUR STALL

- Season Vendors will set up in the order of their arrival, or as designated by the Market Coordinator.
- Day vendors will be instructed where to set up by the Market Coordinator.

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. **Parents must oversee their child so they are safe and not interfering with vendors or customers.**
2. Vendors younger than 16 always require the presence of an adult (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 Market Coordinator. They will be required to park at the end of the row to reduce confusion and for safety while exiting.

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.
7. Smoking, including vaping is not allowed by vendors in the Farmers Market area. Smoking outside of the market area should be at least 25' from downtown businesses.

MARKET PARTICIPATION:

1. Vendors must be at their Stalls by 7:30 a.m. on Saturdays and 11:30 a.m. on Wednesdays
2. If an absence becomes necessary, the vendor must notify the market contact by 8:00pm the night before the market
3. Vendors must pack-up their stalls so that the parking spaces are available to the public no later than one hour after the market close per our use agreement with the city
4. All tents and canopies must be weighted down with at least 25 lbs. on each leg from set up to tear down or you will be asked to take it down
5. Stalls must be kept organized and products should be clean and attractively presented
6. All vendors must stay within the allotted stalls and may not encroach into the right of way
7. Main Street Monroe collects market sales data for USDA requirement
 - Data collection is anonymous so that identity is NOT recorded or associated with actual sales
 - All vendors must submit a complete and accurate sales slip at the end of each market
8. The subcommittee or designee has the authority to extend or shorten market hours (inclement weather, special events) as deemed appropriate and beneficial
9. 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 Registration/Agreement Form

Were you a 2025 Vendor? Yes _____ No _____

Update contact information.

Farm or Business Name: _____

Vendor 1 Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Line Phone: _____ Cell Phone: _____

Work Phone: _____ E-Mail: _____

Vendor 2 Name: _____

Contact information if different than Vendor 1

Address: _____

City: _____ State: _____ Zip: _____

Line Phone: _____ Cell Phone: _____

Work Phone: _____ E-Mail: _____

Please list your authorized helpers: (Only authorized helpers on this list will be able to sell.)

Note: Vendors must be 16 years or older. For those aged 12 to 15 it is mandatory that an adult be present during vending hours)

1) _____ 2) _____

I would like to vend:

(Fees for one 12' stall)

___ 2 days each week all market sessions (if paid prior to April 12th) \$150

___ 1 day each week all market sessions (if paid prior to April 12th) \$110

Day of week:

___ Daily vendor fee (no limit on number of days – no cap) \$ 20

___ Fee paid April 12th or after, additional charge of: \$ 50

Number of stalls requested: _____

Usual Market Vehicle (circle size)

CAR MINI-VAN FULL SIZE VAN SMALL PICK-UP LARGE PICK-UP

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.

Please refer to the previous page RESOURCE CONTACT INFORMATION.

Main Street Monroe is required by law, monthly, to provide the name of all of our vendors to the WI Department of Revenue. They ask that we collect the Seller's Permit numbers from those who have them to reduce tracking on their end. The form submitted by MSM allows them to add a seller's permit number or note that the seller is tax exempt. For those vendors who are not exempt and that don't provide a permit number, the Department of Revenue will follow up with the vendor to determine whether or not a permit is required. You can read more about requirements for vendors and exemptions from tax liability by contacting:

Dept of Revenue Temporary Event Info <https://tap.revenue.wi.gov/btr/> / Phone: (608) 266-2776

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

Primary production location:	Secondary production location:
Address _____	Address _____
City _____ State _____ Zip _____	City _____ State _____ Zip _____
Farm Business Yes _____ No _____	Farm Business Yes _____ No _____
Acres Owned _____	_____ Acres
Acres Leased _____	Owned _____
Acres Cultivated _____	Acres Leased _____
	Acres Cultivated _____

Identify the type(s) of products that you will sell at this market in 2026. Please circle all that apply:

Produce	Meat & seafood	Dairy	Eggs	Value Added ⁽²⁾	Prepared Foods ⁽³⁾	Plants & flowers	Crafts / Arts / Services	Baked Goods
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Produce – Asparagus, Beans, Beets, Bok Choy, Broccoli, Brussels Sprouts, Cabbage, Carrots, Garlic, Cauliflower, Celery, Eggplant, 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, and Melons

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

Other items not in the list of Arts Craft Services: _____

Baked Goods – Bars, Cakes, Cookies, Danish, Donuts, Pastries, Pies.

Per state requirements - Items not baked to at least 140 degrees Fahrenheit are not allowed to be sold at Farmers Market. Example – Rice Krispie treats.

I have read and understand the 2026 Main Street Monroe Farmers Market Rules and Regulations and I agree to abide by said Rules and Regulations at all times while vending at the market. (Revised: 03/13/2025)

Signature _____

Date: _____

Please make checks payable to Main Street Monroe

Mail Completed Agreement to: Monroe Main Street
Attention: Monroe Farmers Market
1717 10th Street
Monroe WI 53566

**MEDICAL EMERGENCY CONTACT PERSON:
In case of medical emergency of person vending:**

Name: _____

Relation to vendor _____

Cell Number: _____

**HOLD HARMLESS AGREEMENT
2026 Monroe Farmers Market**

In consideration of participation in the Monroe, Wisconsin – Monroe Farmers Market, undersigned Vendor/Producer hereby agrees to hold the City of Monroe, Main Street Monroe, Monroe, Wisconsin – Monroe Farmers Market and all other Vendor/Producers and their agents, officers, directors and employees harmless from and against any and all claims, causes of action, demands, debts, damages, judgments, costs or expenses (including attorney fees), or other losses of any nature or kind arising from, relating to, or in any manner connected with their Monroe, Wisconsin – Monroe Farmers Market activities. Signing this form acknowledges receipt of the DNR Chapter NR 40 rules included in the registration packet.

Name of Vendor/Producer (Please Print)

Signature of Vendor/Producer

Home phone number

Cell phone number

**PLEASE RETURN:
PAGES 8, 9, and 10 with payment along with any permits or license**