

South Madison Farmer’s Market POLICIES 2025

Market Operation Times

Sunday market: April 27 - Oct. 26 (1602 S. Park Street – Labor Temple)

Monday market: May 16- Oct. 27 (2500 Rimrock Road – Novation Center)

Tuesday market May 20 - Oct. 28 (1602 S. Park Street – Labor Temple)

Friday market: June 20 - Oct. 31 (S. Park Street – Villager Mall)

Fees

DAILY VENDING PERMITS ARE GRANTED AT MANAGERS DISCRETION ONLY!!

A \$25 non-refundable application fee is due for seasonal and daily vendors. The application and vendor fees are used to support marketing and operational expenses.

Fees for the 2025 season are set at:

Seasonal	Double-Stall
Seasonal rate, Mondays only \$250	Double stall, Mondays \$300
Seasonal rate; Tuesdays only \$250	Double stall, Tuesdays \$350
Seasonal rate; Friday only \$250	Double stall; Friday \$350
Seasonal rate; Sundays only \$250	Double stall; Sundays \$350

Goals

The South Madison Farmers Market is established to pursue the following goals:

- To provide a direct marketing opportunity for local producers of Wisconsin-grown agricultural commodities and other farm-related products. These products include: homegrown fruits, vegetables, meats, cheese, eggs, bakery products, cider, maple syrup, honey, sorghum, fresh and dried flowers, herbs, houseplants, jams and jellies, pickles and other prepared food products.
- To provide local residents with the opportunity to buy fresh, Wisconsin-grown farm products that are nutritious, affordable, and specifically cater to the culinary needs of the Southside's many diverse ethnic groups.
- To create a place to educate consumers on health and nutrition issues, including how food is grown, produced, or processed.
- To provide a community activity that celebrates the vitality and diversity of South Madison.
- To make fresh, affordable produce available to the elderly and to people using WIC (Wisconsin Infants and Children) program vouchers and Food share cards.

Market Policies and Procedures

1. Permit-holding vendors must guarantee that 100% of a product sold is Wisconsin produced.
2. Five percent of goods sold may be produced by sources other than the vendor. It must, however, be Wisconsin-farm grown and must have a statement of proof where purchased or grown. This statement should be on site if requested. Failure to produce this statement if requested is grounds for dismissal from the market for that day.
3. All sellers must abide by and all products must comply with federal, state, and local regulations governing health, packaging, labeling, taxes, scales, weights and measures, etc. For more information, contact the Permit Information Center at 1.800.435.7287.
4. All certificates, licenses, and insurance must be filed with the market manager along with the vendor's application. Vendors are responsible for insurance covering personal liability and product liability.
5. Seasonal vendors will have designated spots. Seasonal vendors are those who have made payment for the full season before the first market of the season.
6. Vendors will be assigned a spot by the market manager.
7. Vendors may set up one hour before the market opens.
8. Vendors must show up on time unless they have notified the market manager that they will be late or not coming.
9. Prices should be posted before selling.
10. All samples offered by vendors must meet the following criteria: stored in rigid, covered containers until serving; pre-cut away from the sales unit; processed foods must be prepared in a licensed kitchen facility; of adequate size and spacing to minimize customer handling; held and dispensed under clean and sanitary conditions (toothpicks provided); waste container provided.
11. Pets and live animals are prohibited for vendors and buyers.
12. Hand-made crafts are allowed.
13. No smoking inside the vendor stalls.
14. No soliciting of any form without signed permission.
15. Each vendor will have a maximum area of 12 feet with a display area of 10 feet. 10X10 canopy.
16. The market manager shall have the right to conduct an inspection of the production areas of those products sold by a vendor provided the vendor is given 48 hours prior notice. An inspection may include ownership information and any other information deemed relevant to product legitimacy. Failure to allow such an inspection shall constitute a violation of market policies and be grounds for immediate termination of market membership at the sole discretion of the market manager.
17. At the end of the market, spaces should be cleaned and returned to the condition as found. All waste must be disposed of off-site.

18. The vendor, in participation in the South Madison Farmers Market, agrees to hold harmless the market manager, employees, volunteers, Friends of the South Madison Farmers Market, or board members from and against all claims, causes of actions, 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 market activities.

Conduct Rules

- No loud or disturbing actions will take place on the market grounds that interfere with the rights, comforts, or convenience of market attendees or vendors.
- Market vendors and customers shall behave in a respectful manner towards each other. No threatening, verbal abuse, or harassment is allowed. This behavior could be grounds for immediate dismissal.
- No vendor shall play or allow to be played any radio or other sound instrument at a sound level which may annoy or disturb vendors or customers.
- Behavior which is threatening, abusive, or harassing shall constitute a violation of the South Madison Farmers Market policies, procedures, and rules and is grounds for immediate termination of market membership at the sole discretion of the market manager.

Education and Outreach

Groups and individuals providing education and community outreach may apply for free stall permits. These groups must follow the same guidelines as other vendors.

With my signature I agree to abide to the stated above policies, procedures and conduct rules of South Madison Farmers' Market. I also understand that failure to comply with these may result in dismissal from the market for the remainder of the season and fees are non-refundable,

Signature (Vendor) _____ date: / /2025

Signature (Manager) _____ date: / /2025

If you should have any questions of concerns please feel free to contact Robert Pierce via email (rep1313@yahoo.com) or by my cell (608) 358-5834.

Thank You!