



Coordinated by:



## **2021-2022 Application Form & Vendor Rules**

**Time:** 1<sup>st</sup> and 3<sup>rd</sup> Saturdays plus Small Biz  
Saturday, 9:00 AM to 2:00 PM

**Dates:** November 6, 2021 through  
April 16, 2022- 13 dates

**Location:** Green Bay Plaza  
805 S Military Avenue  
(near TJ Maxx and Ross Dress for Less)  
Green Bay, WI 54303

**Market Contact:**  
Leah Weycker  
[Director@MilitaryAve.org](mailto:Director@MilitaryAve.org)  
[www.MilitaryAvenue.org](http://www.MilitaryAvenue.org) - website  
425 S. Military Ave. #206  
Green Bay, WI 54303  
Leah w. 920.544.9503 c. 612.810.0474  
Karen cell phone 920-540-9022

### **YOUR CONTACT INFORMATION:**

Contact Person:

Best Phone for This Person:

Contacts Mailing Address:

Street, City, State, Zip

Email: \_\_\_\_\_

Other Phone: \_\_\_\_\_

### **BUSINESS INFORMATION:**

Business/Farm Legal Name: \_\_\_\_\_

Business Location/address: (Produce vendors – list location(s) where the produce is grown? Others list where your product is manufactured. LOCAL is the key here.)

Facebook: \_\_\_\_\_ Website: \_\_\_\_\_

*We may use this information for advertising, tagging you, feature articles, and other marketing. Video and images from the market will be used in marketing unless you expressly opt out.*

*To opt out of advertising, \_\_\_\_\_ **Initial here.***

*Help us to advertise by liking and sharing **Military Avenue Business District, Market on Military** (group and event), sharing fliers with your customers, and/or collecting email addresses for the newsletter.*

**TAX and LICENSING** (IF it is required of your product or situation. It is your responsibility to know what you need to be legal to sell.) YOU MUST FILL OUT ONE OR MORE BELOW.

**WI Tax Account/ID** (15 digit number): \_\_\_\_\_

The State of Wisconsin requires that you have a WI Tax Account (formerly sellers permit) IF you sell taxable merchandise. See <https://www.revenue.wi.gov/pages/faqs/pcs-seller.aspx> for more information.

**License Number** (and a copy) \_\_\_\_\_

IF this is required of you - to process/package food, sell from a food truck, make cheese, sell meat or eggs, etc. For more information see [https://datcp.wi.gov/Pages/Licenses\\_Permits/FoodLicenses.aspx](https://datcp.wi.gov/Pages/Licenses_Permits/FoodLicenses.aspx) and/or Brown County Health Dept. 920.448.6400. Bro Co may be inspecting food vendors. Be sure to contact them to see what you need.

**I am exempt** \_\_\_\_\_, I checked the government guidelines and I do not need any tax number or license to sell at the Market.

## **RATES:**

### **Full Season Rate:**

*Spaces are approximately 10' wide and 6' deep (space sizes vary) and are non-transferable. Full season rates are for vendors attending 11 or more market dates with **prepayment**. Your tables can be left in the space **if** you are a full season vendor.*

*If you need a special arrangement for payment, call or email. Full payment or a prearranged deposit of your rate **must be** made before attending.*

\_\_\_\_\_ One space for the full season - \$100

\_\_\_\_\_ Two spaces for the full season - \$175 (limited availability)

### **Daily / Monthly Rates:**

For vendors attending less than 11 markets.

\_\_\_\_\_ One space is \$12.00/daily

This is for one space, on one market date, with pre-approval from the Market.

**BID member or nonprofit:** \_\_\_\_\_ Military Avenue, Inc., Committee approval is needed.

## **PAYMENT:**

\*No need to send money until you are approved.

Deliver cash or Send a check or money order made payable to –  
Military Avenue, Inc., 425 S Military Ave. # 206, Green Bay, WI 54303

**VENDOR TYPE** Check one (or more) type that best fits.

☐ Fresh produce                      ☐ Jewelry (as main item)    ☐ Processed/preserved food  
☐ Cut flowers/bouquets            ☐ Hand-made craft/art    ☐ Bakery/Breads  
☐ Food to be consumed on site    ☐ Live plants                ☐ BID member/non-profit  
☐ Cultural/International or specialty product \_\_\_\_\_

### **YOUR SPACE NEEDS:**

Full season vendors have a priority and semi-permanent 10' spot. All space assignments are subject to change based on the best market layout, as determined by staff. Sorry, **NO electricity is available.**

Please identify any special space needs you will have. This is important for our best layout.

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### **PARTICIPATION DATES    Month / Week Dates:**

**Full-Season Vendors:** You are expected to attend all the dates, if possible, with a minimum of 11 dates. If there are dates that you know you cannot attend during the entire season, please mark them off so we can fill in your space that day. Failure to not show, without notice, may cause the loss of your "regular" spot.

**Daily Vendors:** Please select the days you want to attend. Mark the dates below.

Note dates you want to attend:

13 dates	Saturdays - Days of the Month 1 <sup>st</sup> and 3 <sup>rd</sup> plus Sm Biz Sat		
November	6	20	SBS 27
December	4	18	
January	1	15	
February	5	19	
March	5	19	
April	2	16	

**EBT card/voucher acceptance: This is ONLY for SNAP (food stamp) eligible products.**

This program can increase YOUR sales. If your product is eligible to be purchased with Electronic Benefits SNAP (EBT) programs, we encourage you to accept them. We value the ability for all people to buy high quality, local food at the Markets.

EBT payments \_\_\_\_\_ YES \_\_\_\_\_ NO, why? \_\_\_\_\_ I need training

NOTE: We pay for a machine to process EBT cards and will reimburse you with cash for the vouchers you accept, on a daily basis, as supply allows. Training and information for EBT will be provided.

**Product Information:**

IMPORTANT: Our market is **LOCAL**. **Local** means that the product was grown, raised, caught, produced, created, or manufactured by you, locally, within 100 miles of the market. Only 20% of what you sell can be grown by another **local** farmer. **Local is the key word**. International specialty products and some exceptions may apply per committee approval. Non-farm vendors are encouraged to source at least 25% of your raw ingredients locally.

Do you grow or produce all your items? YES / NO If NO, please explain and list:

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**Products You Plan to Sell:**

Please list items you intend to sell at the market. **Items not listed and approved by Military Avenue market committee or staff may not be sold at the market.**

New vendors with **Handmade Craft/Art**, please submit **photos** via email at Director@militaryave.org.

*Please identify product(s) you plan to sell. All **local** produce is welcome and specialty produce is encouraged. Our committee reserves the right to refuse to accept certain products.*

Your product list: (i.e. bedding plants, root veggies, etc. or list specific products)

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Attach additional page(s) if necessary for more space.

**OFFICE USE:**

Accept: \_\_\_\_\_ W/conditions \_\_\_\_\_ Decline: \_\_\_\_\_

\_\_\_\_\_

Confirmed: \_\_\_\_\_ Date: \_\_\_\_\_ Payment: \_\_\_\_\_

Space \_\_\_\_\_

***Vendors will receive a letter/email/or call of acceptance confirming or declining your application for the season. This application alone does not mean that you are approved.  
Fees should be sent after approval.***

I understand that, as a requirement to be a vendor and sell at the Military Avenue Market on Military, I am responsible to obtain any and all permits and will label my products as necessary based on the requirements from the City, County and/or State as required of me and my product.

***Vendors are strongly encouraged to carry liability insurance coverage protecting them in their participation at the market. Our insurance does not cover you.***

***Ready to eat food vendors must also list AAM Green Bay Plaza LLC, Military Ave Partners LLC,, Newmark Knight Frank, Inc. and Military Avenue, Inc., as certificate holder. Please give us a copy of the certificate. Ask for addresses for the insurance.***

I understand that this document serves as a contract between me, my business, and Military Avenue, Inc. I have read, understand, and agree to conform to the conditions stated in this application, vendor rules and guidelines, and I have provided truthful and comprehensive information on this form.

If I do not comply with the market guidelines, I may be asked to leave and forfeit any and all remaining vendor fees. As a vendor, I may petition to be re-accepted at the market if approved by Military Avenue, Inc. Market on Military coordinating committee.

I agree that Military Avenue, Inc., along with Military Ave Partners LLC, AAM Green Bay Plaza LLC, and Newmark Knight Frank, Inc. and their respective officers, employees, agents and consultants are not liable for any injury, theft, or damage to either the buyer or seller, or their property, arising out of or pertaining to preparation for or participation in the Military Avenue Market on Military; whether such injury, theft, or damage occurred prior, during, or after the Military Avenue Market on Military season.

My Business/Farm further agrees to indemnify, defend and hold harmless Military Avenue, Inc., AAM Green Bay Plaza LLC, Military Ave Partners LLC, and Newmark Knight Frank, Inc., and their respective officers, employees, agents, and consultants for and against any claims for such injury, theft, or damage.

Signed\_\_\_\_\_ Dated \_\_\_\_\_

Printed Name \_\_\_\_\_

**\*\*\* By signing, you also read and accept the following rules and guidelines. Any violation of our 2021-2022 guidelines may result in immediate expulsion from the Market on Military.**

**Our Values: We support and encourage our market to be inclusive, fun, healthy and an enjoyable experience for all.**

*Please make a copy of this form for your records and return the original (pages 1-6) to us.*

## **GENERAL MARKET ON MILITARY INFORMATION** **RULES and GUIDELINES**

Read, and keep this for your records

### **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](mailto:Director@MilitaryAve.org) (preferred method is email)  
Or call o. 920.544.9503 c. 612-810-0474  
Karen Van Den Hoven cell phone 920-540-9022

### **B. Logistics:**

It is important to follow these guidelines for the safety of you and our customers.

1. For GPS, our address is 1555 W Mason Green Bay, WI 54304. Green Bay Plaza
2. The market will open at 9:00 AM for customer sales and end at 2:00 PM. **Set up can begin at 7:30 AM.**
3. There are front and back door unloading points.
4. Vendors must remain in place until the close of the market unless there is an emergency. Let us know before you leave.
5. Space assignments are subject to change as we may need to rearrange for the best market layout.
6. Give our customers the best parking spots! Move any unnecessary vehicle away from the market entrance. Plenty of parking is available within a short walking distance and some spots in the back of the building.
7. Electricity is **not available** in the majority of the spaces.
8. Smoking is prohibited.

### **C. Pandemic Guidelines:**

Due to the pandemic, we have put in place some precautions we are taking to reduce the spread of the virus. As things change, we will adopt CDC guidelines and remain cautious and courteous to all customers wanting to use, or not use, masks.

### **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 to let us know) TEXT to Karen's cell phone 920-540-9022, Leah's cell phone is 612-810-0474.
2. Face masks should be worn for vendors working with customers, if no mask, do not come within 6 feet of the customers.
3. Keep 6 feet or more from other vendors and customers if possible.

4. Hand sanitizer will be available but you are encouraged to bring your own, too.
5. Wash or sanitize your hands often.
6. Try to eliminate as much touching of products while transferring items.
7. Use caution when packing any reusable bags coming from the customer.

#### **D. Vendor Transactions:**

1. Price, terms of sale, etc. are between the buyer and you only. All vendors must agree to abide by fair business practices.
2. Any required sales tax collections and remittances are the sole responsibility of you, the seller.
3. Prices should be clearly posted for customers. This helps to encourage sales.

#### **E. Equipment and Appearance:**

1. You are required to provide your own signage, tables, chairs, and any other items needed for display in your respective assigned stall space. Some spaces may be able to use the buffet tables already at the site.
2. 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.
3. 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.
4. All trash generated by you must be removed daily to an off-site location.
5. All market vendors should represent themselves in an appropriate manner of dress and state of cleanliness.
6. 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 for weather related closings or announcements. Weather related closings will be announced as soon as possible.
2. 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](mailto:Director@militaryave.org) or 920.544.9503.
3. If you are unable to attend a certain day that you had included in your application, please contact us by Thursday, or as soon as possible. No refund will be made for that day. [Director@militaryave.org](mailto:Director@militaryave.org) or 920.544.9503
4. For last minute communication, contact the market coordinators: Karen 920-540-9022, Leah 612-810-0474 Leah. We are at the market site several hours before the start of the market and



not watching emails.

5. Two unexcused absences may result in expulsion or a 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 payment. 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 for most vouchers under \$50 as 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. Hand sanitizer stations will be available but also bring your own.
5. Signage and other methods of advertising will be done to promote attendance.
6. 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!
7. 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.
8. 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 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 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.

## **I. Specific Product Information for Vendors:**

*\* Items marked with a \* are required to be submitted with your applications.*

### **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. Some exceptions may apply. ASK.
2. 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.
3. 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>.
4. Our market is family/ kid friendly.
5. We value the acceptance of payment by EBT vouchers to encourage healthy eating for all.
6. We are a family friendly, honest, no-frills farmers market with easy in-out customer access.
7. We encourage the use of re-usable, bio-degradable and/or compostable containers and bags.

**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. Some exceptions may apply, ASK.
3. Items you sell must be listed on your application Product Description Form. (To help us avoid over duplication.)

4. Samples may be cut if proper safe food conditions are followed. (ON HOLD for the pandemic unless the sample is in a to-go container.)
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).
7. We encourage the use of re-usable, bio-degradable and/or compostable containers.
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.

**Processed/Preserved Food Vendors** - Prepackaged or processed foods such as pickles, salsas, honey, baked goods, 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. inspections at the market. Check to see if you are exempt here [DATCPDFSLicensing@wi.gov](mailto:DATCPDFSLicensing@wi.gov). Also see the Reference section of this document.
4. Practice all safe food handling procedures and guidelines for your product.
5. We encourage the use of re-usable, bio-degradable and/or compostable containers.
6. 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.
7. Best practices for selling home-Baked Goods [www.wisconsincottagefood.com](http://www.wisconsincottagefood.com)

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

1. \*A temporary or mobile food establishment permit from the Brown County Health Department and/or City of Green Bay is required. Please contact the Brown County Health Department at 920.448.6400. 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. Military Avenue, Inc., AAM Green Bay Plaza LLC, Military Ave Partners LLC, and Newmark Knight Frank, Inc. Ask for addresses.
3. Apply protection to the ground surface in case of spills. Use plywood or non-slip surfaces in high traffic areas.

4. 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.
5. Only the food listed on your application may be sold by the vendor preparing the food.
6. We encourage the use of re-usable, bio-degradable and/or compostable 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. (sorry, 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.
6. We encourage the use of re-usable, bio-degradable and/or compostable containers.

**J. 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 email at [Director@militaryave.org](mailto:Director@militaryave.org).

**K. Acceptance:**

If you are accepted as a vendor, you will receive a letter, email, and/or call of acceptance confirming membership for the season.

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 food and produce vendors.

## RESOURCES FOR YOU

### CITY OF GREEN BAY WEIGHTS AND MEASURERS

Jason Stubble P. 920-448-3413 EMAIL: [JasonSt@GreenBayWI.gov](mailto: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](mailto:wic.west@newcommunityclinic.org) Phone: 920-431-0243 Fax: 920-431-0248

### LICENSING and PICKLE LAW/COTTAGE LAW INFO w LABELING REQUIREMENTS

Local Food Marketing Guide w good resources

[https://datcp.wi.gov/Documents/DAD/LocalMarketingFoodGuide\\_1\\_16.pdf](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](#)

[Printable Judge's Ruling](#)

Print and carry the following documents in case you are questioned.

[Doc 1](#) [Doc 2](#)

### STATE OF WISCONSIN SELLERS PERMIT

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

### GOOD FACEBOOK GROUPS

Military Avenue Business District and 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!!

Nashville Wraps <https://www.nashvillewraps.com/pages/greenway>

Food Biz Supply <https://www.foodbizsupply.com/>

Elevate Packaging <https://elevatepackaging.com/>