



General Guidelines

Location:

Milaeger's
4838 Douglas Avenue
Racine, WI 53402-2498

Market Season:

Our farmers market is held every Sunday, year round with the exception of Easter Sunday and any major holidays that fall on Sunday.

Market Calendar:

January through the 3rd week in April the market will be held inside the Expo Greenhouse. Third week in April to the 1st week in September will be held on North Road, outside. Second week in September the market will return to the Expo Greenhouse.

Market Times:

The market is open Sundays from 10am-2pm.

Allowable Products:

Fresh, local fruits and vegetables, cider, herbs, honey, maple syrup, preserves, grains, artisan breads and bakery, eggs, meat, soaps and lotions are acceptable. Eggs, meats, dairy products, prepared and processed foods must be processed, stored, displayed and sold according to Federal, State and Racine County guidelines. Vendors will submit a product plan with their application, indicating market intentions.

Vendors will be allowed up to 20% of additional items that are locally produced (within the neighboring Great Lakes states) that are approved by Milaeger's prior to bringing to the market. Contact the market manager with list of offerings.

- **Agricultural Products:**
Local fruits, vegetables, meat and eggs produced or raised at the vendors farm/land.
- **Food (Prepared):**
Prepared on-site or in a commercial kitchen for consumption at the market or take-out. All prepared food vendors must comply with all Racine County Health Department guidelines. *See contact information below.*
- **Food (Processed):**
Bread, cheese, meat, preserves or other canned or baked goods, candies, honey, cider, chips and snacks. Home bakers are allowed but must comply with all Racine County Health Department guidelines. *See contact information below.*



General Guidelines

- **Sampling:**
Vendors wishing to sample their products must receive approval from the market management and from the appropriate regulatory agency. *See contact information below.*
All samples offered must meet the following criteria:
 - Samples must be stored in rigid covered containers until serving.
 - All samples must be pre-cut away from the sales unit.
 - All samples of processed food must be prepared in a licensed kitchen facility.
 - Samples should be of adequate size and proportionally spaced to minimize customer handling.
 - All samples must be held and dispensed under clean and sanitary conditions.
 - Vendors offering samples **MUST** provide a waste container in a prominent area labeled for use by the public.

- **Artisans:**
Makers of original art/wears including soaps, candles, sculptures, pottery, etc..
Photographs must be sent with application. Milaeger's reserves the right to limit artisan vendors.

Health Department contact information:

Central Racine County Health & Human Services Department
Jennifer Loizzo, RS - Registered Sanitarian
262-898-4467
262-898-4490 FAX
jloizzo@crchd.com



General Guidelines

Applications, Market Calendars and Fees:

All applications will be reviewed for final selection. See quarterly market calendars for vendor fees. Submission of applications must be received by deadline dates to be reviewed and scheduled by market management. Submission does not guarantee acceptance. No refunds once accepted into the market. Fees will be collected quarterly, or the first Sunday attended of each month. (Scheduling will not occur without forms submitted.) Farm/business/kitchen visits can and will occur as time allows.

Milaeger's is a family owned business, open to the public year-round. Please be courteous and respectful to those on the property while you are a vendor at our location. We ask that you refrain from using or displaying inappropriate language. We also ask to refrain from political viewpoints within your booth space. This applies to your product and personal wear.

Cancellation:

If you are unable to attend a scheduled market, please contact Elsa Milaeger at 612-598-9968 or email farmersmarket@milaegers.com before noon on Friday prior to the scheduled market. There are no refunds due to cancellation or for non-attendance at scheduled markets. Cancellations after 12pm on Friday will result in charges of daily booth fee.

Electricity:

Power is available for \$25.00 per outlet for the market quarter. Prepared food vendors, each appliance used need its own receptacle.

Insurance:

Vendors are responsible for their personal liability and product liability insurance, naming Milaeger's as additional insured. Current proof of insurance must be provided with your application.

Legal requirements:

Vendors are responsible for full compliance with all applicable Federal, State and Racine County requirements. It is vendor's obligation to obtain all licenses and permits and to pay the fees required as well as licensing for goods sold which sales tax must be collected. All pre-packaged goods must be labeled in accordance with these regulations. All processed and baked products must be prepared according to current Federal, State and County guidelines.

Pricing:

Vendors are to set their own prices and each product type must be clearly labeled, or signage listing all product prices must be visible.



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Booth size:

Varies, approximately 9x9 inside the greenhouse, 10x10 outside. Up to 2 booth spaces are available per vendor, charged accordingly.

Loading/unloading

Inside the Expo Greenhouse:

Vendors may unload near the expo on the north or south side of the building. Do not block the entrance so others may unload as well. Wheeled carts are available to transport product to booths. Immediately upon unloading and before booth set up, vendor vehicles must be moved to furthest south end of parking lot (near landscaping lot), or along the north roadway.

Outside along the North Road:

Proper tent weights are required on all tent legs, all of the time – no exceptions. Vehicles will not be allowed on the North Road unless given permission in advance. This is important to the safety of our customers and vendors. Do not block the center of North Road at any time during market setup or take down. During the market, vehicles must be moved to furthest south end of parking lot (near landscaping lot), or move vehicles to west end of the market grounds if space is available.

*Due to the high volume of patrons at our farmers market, we appreciate your help on following the parking rules. This allows for more customers during the market.

Market Manager Contact:

Elsa Milaeger – Market Manager
farmersmarket@milaegers.com
612-598-9968 or 262-639-0724