

Marshfield Farmers Market Cooperative Vendor Rules and Regulations

This is a Producer ONLY market. All products displayed or sold must be grown or produced by the vendor.

Produce must come from the central Wisconsin-Marshfield area.

No imported items allowed. NO Reselling of any product.

Health and Safety

Health inspections can vary by county, as can the interpretation and enforcement of DATCP requirements. To help protect the long-term viability of farmers markets in Wisconsin and minimize the risk of future legislative challenges, we will take a conservative approach in operating this market. Our goal is to ensure compliance, maintain public confidence, and support the continued success of farmers markets statewide.

Commonly Non-Compliant or Prohibited Products

The following items are frequently brought to the market but are often found to be non-compliant with market requirements and Wisconsin State regulations:

Dehydrated and Freeze-Dried Foods: These products generate a lot of controversy and conflicting interpretations among counties and regulators. To avoid confusion and ensure state compliance, the Marshfield Farmers Market Cooperative will only allow dehydrated or freeze-dried foods that are produced in a properly licensed and inspected commercial kitchen and comply with all applicable state regulations. This includes Freeze Dried Candy.

Eggs: All eggs must be maintained at 41°F or below and stored in a cooler with a thermometer present, regardless of whether the eggs will be sold as washed or unwashed. Vendors must comply with all Wisconsin egg handling, storage, and licensing requirements. If you have eggs out on your table they should be display purposes only, you are not allowed to sell those eggs.

(At 90 degrees outside, eggs are no longer "SHELF STABLE", they incubate! those are dog eggs now!)

Pickled Eggs: Pickled eggs must be produced in a properly licensed and inspected commercial kitchen and comply with all applicable state regulations. Pickled eggs produced in a home kitchen are not permitted.

Any product found to be non-compliant with market rules or applicable regulations may be required to be removed from sale immediately at the discretion of the Marshfield Farmers Market Cooperative Board.

MFMC reserve the right to have any items that do not meet these requirements removed at any time during the market hours.

Products approved for sale include:

Produce: fruit, vegetables,

Plants: flowers, seedlings, veggie starts, etc.

Artisan Goods: All items must be handcrafted by the vendor who will be in attendance. Jewelry, Fiber arts/clothing, Woodworking, Photography/paper products, Bath/body products, Pottery. (No Flea Market items are allowed in the Farmers Market for sale by vendors. Or Multi-level Marketing Items.)

Meat Products: 100% of the product must be from animals raised by the vendor. Vendors must comply with all State of Wisconsin Health Department regulations for food safety and freshness, possess all required licenses and permits, and maintain proper cooler temperatures for all meat products throughout the duration of the Farmers Market.

Canned Goods: High Acid (below a pH of 4.6) items processed in a home kitchen under the Pickle Bill must be properly labelled and produced with at least 50% Wisconsin produce and follow all [Department of Agriculture Trade and Consumer Protection \(DATCP\) protocols](#).

Eggs Vendors must follow all State of Wisconsin Health Department guidelines for maintaining freshness and have the proper licenses (Transient Egg License is required to sell at the Downtown Farmers Market). Eggs must be kept in a cooler with a thermometer present and must maintain 41F or lower.

[DATCP Egg Guidelines](#)

Bakery: Items approved for production in a home kitchen under the cottage food laws must have proper labelling and follow [DATCP protocols](#). Items must be fully homemade. Not allowed: Anything that needs refrigeration example: custard fillings, cream fillings are not allowed. [Department of Agriculture Trade and Consumer Protection \(DATCP\) protocols](#).

Miscellaneous: lightly processed items (jams, maple syrup, honey, etc.)

Ready-to-Eat Food Vendors,

those preparing hot or cold ready-to-eat foods. Food items must be prepared fresh. Food vendors are responsible for appropriate licensing, permits, and inspection.

Fire Safety

Current year fire inspection sticker must be displayed.

Cooking Safety: Anyone who is cooking on site, in a food truck or a tent, require a Class K extinguisher and/or automatic fire extinguishment (Food Trucks)

Tent and Cooking Requirements: All tents and canopies must be certified as flame-resistant. To satisfy both Fire Inspector and Health Inspector requirements, any vendor cooking at the market must do so under a flame-resistant tent or canopy. Proof of flame-resistant certification must be available upon fire inspector request.

No open flame allowed. (No open propane burners)

Propane Tank Requirements: Propane tanks must be properly secured at all times to prevent tipping, movement, or accidental damage. All propane equipment must be maintained and operated in accordance with applicable fire safety regulations.

Fuel Storage Requirements: Gas cans must be kept a minimum of 10 feet away from generators at all times for fire safety. Fuel containers must be properly sealed and stored in a safe manner.

SUMMER WEATHER POLICY

Market Weather Hotline: Call (715) 502-9327

The Marshfield Farmers Market follows the same severe-weather standards used by Wisconsin State Fairs and Midwest County fairs.

All closure or delay decisions are based on official National Weather Service (NWS) warnings and statements, not individual weather apps, percentages, or vendor forecasts.

Evening-before closures require an NWS warning or statement indicating dangerous weather is imminent and expected to impact the majority of market hours.

The Board may choose to delay opening if NWS guidance shows weather is expected to clear in lieu of closing.

Market Operation

The market does NOT close for rain or wind alone.

Conditions must be dangerous, as indicated by NWS warnings or observed hazards.

Canopies must be removed immediately if they become unsafe or uncontrollable.

Wind Policy

Wind alone will not close the market.

Vendors must **monitor and control their canopy at all times**. If your canopy begins to lift, drag, twist, or requires you to hold a leg down, it must be removed immediately.

Sidewalls must be removed in wind.

40 lb weights per leg are recommended.

Severe Weather Closure & Reopening

Any NWS Severe Thunderstorm Warning or Tornado Warning = immediate market closure.

If the warning expires and conditions improve, the market may reopen. Vendors may choose to stay and reopen or pack up for the day.

Lightning Policy

Any NWS lightning-related warning or statement (Severe Thunderstorm Warning, Lightning Advisory, or Special Weather Statement for cloud-to-ground lightning) = immediate closure.

Vendors and customers must shelter in their vehicles.

The market may reopen once the warning expires and conditions are safe.

If warnings are expected to continue for most of the market hours, the market manager may close for the remainder of the day.

Sheltering Procedure- Tornado Warning

Immediately take shelter in the closest permanent structure. Festival Foods for Saturday, or Chestnut Center for the Arts, Sunday at Wenzel Plaza.

Vendor Choice During Any Weather Event

Even if the market remains open during a weather event, vendors may pack up and leave at any time without penalty, provided they can safely remove their vehicle. (No driving through the market allowed)

FALL & WINTER WEATHER POLICY

Cold-Season Closures

Any NWS Winter Weather Advisory, Ice Storm Warning, or Winter Storm Warning may close the market if conditions make the lot unsafe.

End-of-Season Rule

If the parking lot requires snow removal to operate safely, the market is closed for the remainder of the season.

Questions surrounding product eligibility can be forwarded to MarshfieldFMC@gmail.com.

Questions regarding Food Safety can be directed to Compliance - Food DFRS (608) 224-4727

Questions regarding fire safety and inspections
Fire Prevention/Public Education Division
Brian Barnes - Deputy Chief of Fire Prevention
715-486-2092
Brian.Barnes@cityofmarshfieldwi.gov