



DURAND'S
FARMERS MARKET

2026 Rules and Regulations

2026 Season

Day: Every Thursday
Dates: June 11 – August 27
Time: 3pm – 7pm
Location: Tarrant Park

All items must be grown, processed, designed, or handmade by vendors!!

Eligibility

1. **VENDORS:** All vendors (general and food truck) must complete the 2026 Durand Farmers Market application.
2. NO vendors or food truck vendors are allowed to sell their products until they have turned in the completed application prior to date of attendance AND have been approved to participate.
3. **Applications are due April 1, 2026.**
4. Only one vendor per each application is allowed.
5. Vendors must provide a list that is inclusive of **ALL** the products to be sold throughout the season. (See list in application packet). Be as specific as possible.
6. Vendor applications will be reviewed and approved at the discretion of the City of Durand. After review, vendors will be notified of the status of their application (approved, denied or if further information is needed).

Booths/Fees

1. Booth size: All booths will be 12' x 12'
2. Fee: Application received on or before April 1, 2026 - **\$40/season** (one or more days)
Application received after April 1, 2026 - **\$55/season** (one or more days)
3. Only one vendor per booth is

allowed. **Products**

1. The City of Durand reserve the right to refuse acceptance of any vendor or item that is not in keeping with the rules or quality of the market.
2. All products being sold at the market must be grown and/or produced by the vendor.
Products sold under a brand name, other than the vendor's own, are not allowed to be sold.
3. All packaged products must be labeled with vendor's name, address, and phone number.
4. All processed products must be labeled in accordance with the WI Dept of Agriculture, Trade and Consumer Protection – Division of Food Safety. Vendors must list the name of the product, ingredients, and net weight.

5. **Craft items** sold must be hand-crafted by the vendor. *Absolutely no “kit” crafts are allowed.*
6. **Baked Goods:** Home-bakers are allowed to sell non-potentially hazardous baked goods which are created in home kitchens. *Products with cream filling, custard, meat or icing made with dairy products are not allowed to be sold.*
7. **Sales Not Permitted Without Proper Licensing:** Vendors are not permitted to sell eggs, meat, fish, milk, prepared food or other value-added products at the market without the appropriate State of WI license, even though some of these products may be legally sold to customers at the vendor’s farm or home. Fish, meat and poultry must be sold frozen. Eggs must be sold refrigerated. A license to sell these items **must** be posted during the market. Proof of product liability insurance is required for all vendors of potentially hazardous products.
8. **Food Sample Regulations:**
 - a. Samples must be stored in rigid, covered containers until serving.
 - b. All samples must be pre-cut away from the sales area.
 - c. All samples of processed foods must be prepared in accordance with DATCAP regulations.
 - d. Samples should be of adequate size and proportionally spaced to minimize customer handling.
 - e. All samples must be held and dispensed under clean and sanitary conditions, i.e. toothpicks must be provided for sampling.
 - f. All vendors giving free samples **MUST** provide a waste container in a prominent place and labeled for use by the public.
9. **Organic producers** are governed by the USDA National Organic Program. Any vendor who labels or advertises that their products are “organic” must be certified by an organic certification company. A copy of the certification **must** be posted during the market hours.
10. **Selling Cooked Food (Temporary Restaurant):** To sell cooked food (such as grilled burgers, hot sandwiches etc.), you must have a permit/license issued by Pepin County or the State of WI. If you intend on serving cooked food, a copy of your permit/license must be included with your application.

Marketing

Marketing is extremely important for the success of the Farmers Market. *The best marketing available is word-of-mouth.* You are strongly encouraged to promote your business to your customers informing them of your scheduled weeks at the Market and what products you will have available. The City of Durand will continue to promote the market on social media and on-line; however, your promotion of your business and products will maintain your individual customer base

Code of Conduct

1. Respect other vendors and the market's customers.
2. Vendors may not sublet space. Failure to comply will result in loss of participation privileges.
3. Vendors or representatives of the vendor (17 years old or older) are to be available at their booth at all times. Children under 16 are not allowed to be alone at a booth at any time.
4. If a vendor is not in attendance for a period of two weeks without prior notice, the vending space will be considered open to other vendors and absent vendor may not be allowed to return.
5. Consuming alcoholic beverages is not allowed.
6. Smoking at the market is not allowed.
7. Pricing of items for sale, terms of sale etc. are solely between buyer and seller.
8. All vendors agree to abide by fair business practices.
9. Any damage caused to the parks, streets or sidewalks of the City of Durand by a vendor, a vendor's family member, or employee during the market day, is the responsibility of the vendor.
10. Vendor's pets are not allowed at the

market. Taxes, Licenses, Permits and Insurance

1. All permits and licenses required by the State of WI and/or the Pepin County Public Health Dept. are the sole responsibility of the vendors.
2. It is the responsibility of every vendor to know if they are required to collect and remit WI Sales Tax. For more information, contact the WI Dept of Agriculture, Trade and Consumer Protection.
3. Each vendor is responsible to carry their own liability insurance coverage.
4. Weights and Measures: It is the responsibility of the vendor to use a legal-for-trade, certifiable scale. Use of non-certifiable scales, such as kitchen scales, UPS scales etc. is illegal. Information re: weights and measures can be found at the WI Dept of Agriculture, Trade and Consumer Protection.

Maintenance, Set Up/Take Down

1. Vendors are expected to set up and be ready to greet customers by 3:00pm. **NO PRESALES ARE ALLOWED!!** Any vendor selling prior to 3:00pm risks being removed from the market. (Exception: It is acceptable for a customer to pick up an order prior to 3:00pm that was made outside of market hours).
2. Vendors are expected to stay for the entire market. Do not remove your booth and products prior to 7:00pm.

3. The market will be held regardless of weather conditions. A City of Durand representative will contact you under special circumstances if the market must be closed (ie – severe weather warnings etc).
4. Vendors will be assigned booths at the discretion of the City of Durand. Booths will be assigned ONLY for the weeks you specified on your application.
5. Vendors must furnish their own tables, tents, chairs, brooms, dustpans and garbage removal. Vendors are responsible for cleaning their booths at the end of each market day. Garbage must be removed from the market.
6. **Leftover produce is NOT to be placed in trash**

bins. Signs

1. Vendors may not advertise that they have organic produce unless they have been certified organic.
2. It is suggested that all permits and licenses be displayed for customers to view.

Resources

WI Dept. of Agriculture, Trade and Consumer Protection (DATCP)

Division of Food Safety - 608-224-4683

Division of Weights and Measures - 608-224-4942

Wisconsin Department of Health Services

Division of Food Safety and Recreational Licensing – 608-266-1865

Wisconsin Local Food Marketing Guide, 2nd Edition – for paper copy call 608-224-5101 or search the web for a pdf version.

Pepin County Health Dept - 715-672-5961

The City of Durand will enforce all rules and regulations. Disregard for any market rules will cause action to be taken. The City of Durand retains the right to prohibit a vendor from participating in the market if rules are broken or if deemed necessary.

Contact information

City of Durand

715-672-8770

www.durand-wi.com