

2026 Mineral Point Market

Purpose, Policies, & Procedures

1. Purpose

The Mineral Point Market was started to provide a place for local agricultural, food producers, and select artisans to sell their goods directly to consumers; to encourage and promote the use of locally produced farm products, locally prepared foods and art; and to enhance quality of life in Mineral Point by providing a community activity that fosters social gathering and interaction. It is recognized that although members sell as individuals, the market is a cohesive unit; its success depends on the cooperation and joint effort of all the vendors as a whole.

2. Market Management

Market management may vary during the season. This is a *volunteer* position. The current Market managers are Jenny Bonde and Kathy Bures. Jenny may be contacted at 608-574-8016, or starfarm@mhtc.net and Kathy at 608-924-1404, or mineralpointmarket@gmail.com. Market rules and eligibility are compiled by the Market managers and reviewed by tenured vendors.

3. Eligibility

All agricultural products, processed foods, and artwork must be produced in Wisconsin by the vendor or his/her employees. Baked goods must be made from scratch without ready-made mixes.

Agricultural and food producers will comprise no less than two-thirds of vendors, with the balance of vendors being select artisans.

The vendor committee reserves the right to determine if a particular product or set of products is consistent with the purpose of the Market and approve or deny products for sale based on this determination. The permit holder will list the items they plan to sell and agree to all the regulations set forth on this contract.

In certain cases, vendors may be allowed to supplement their product offerings with items not grown/produced by the vendor provided that:

- The “supplemental product” is grown/produced in Wisconsin.
- Existing vendors do not currently grow/produce the supplemental product.
- The supplemental product does not exceed 50 percent of the seller’s offerings on any Market day.
- The supplemental product is clearly labeled with the producer’s name and contact information.

Vendors must receive approval prior to re-selling any product.

Vendors may not use the word “organic” to describe their product(s) unless they have been certified organic by a federally recognized agency.

Vendors must request approval prior to selling new products outside their approved product category.

Products grown/harvested/produced outside the state of Wisconsin may be allowed if the product cannot be grown/harvested/produced in Wisconsin, and the product is consistent with the purpose of the Market. Each item will be reviewed by the vendor committee to determine appropriateness.

Examples include seafood, coffee beans.

The Mineral Point Market recognizes the strength of connecting with artistic, educational, business, and cultural organizations in our community, and therefore will waive vendor fees for those organizations who wish to promote their events at the Market. Non-profit and non-political organizations are also welcome. In most cases, the vendor fee will be waived when fundraising for those groups. Please contact a market manager a week in advance if your organization would like to attend.

Multi-level marketing products (i.e.: Amway, Avon, The Pampered Chef) are not allowed.

4. Permits and Fees

Anyone wishing to sell products at the Market must obtain a permit from the Market Managers prior to vending. **All vendor application materials must be received by the Market at least one week prior to the week the vendor intends to sell. We do not accept walk-ins.**

No sharing of permits or space is allowed unless the Market managers grant prior approval. A permit allows you to sell on Market days only.

Vendors may purchase a **Full-Season** permit or a **Daily Vendor** permit.

Full-Season permit holders must commit to vending at least 75% of Market days (19 of the 26 possible days). Full-season permits can be purchased for \$150.00. Vendors may choose to contribute more if they like. All funds are used strictly for advertising and promotion of the Market. Checks can be made payable to the Mineral Point Market. No refunds will be given.

Daily vendors will be charged \$10.00 per day. Daily vendors are strongly encouraged to contact the Market managers the week prior to vending to be certain they are qualified to legally participate in the Market. Copies of the vendor application, regulations, and contract will be available at the Market.

5. State, County and Local Guidelines and Regulations

Each vendor must comply with **ALL** State of Wisconsin, Iowa County, and City of Mineral Point laws governing health, packaging, labeling, taxes, scales, weights, and measures.

- All processed foods must be prepared in a certified kitchen per state law. Exemptions exist for highly acidified home-canned products as outlined in Wisconsin's "pickle bill". In addition, Wisconsin's "cookie bill" allows for the sale of "not-potentially hazardous" baked goods and items such as roasted coffee, many candies and chocolates, and items like granola that are sold directly to consumers.

Total annual sales must be less than \$5,000 to sell without a license.

Vendors who wish to sell products described in these laws must demonstrate their understanding and adherence to these laws prior to approval. See links for more information: [Home-Canned Foods](#), [Wisconsin Cottage Food](#)

*Potentially hazardous foods include items such as meat (even if thoroughly cooked), high moisture baked goods, custards, and more. Refer to DATCP for more information.

- Vendors with "potentially hazardous" products or processed foods (as defined by the Department of Agriculture, Trade, and Consumer Protection) must display their Transient (Mobile) Retail License. See [DATCP's food licensing website](#) or call the licensing team at: 608-224-4923
- Non-food taxable items require a Seller's Permit unless total annual sales are below \$2,000. Sales tax collection and reporting is the responsibility of the vendor. Contact the Wisconsin Department of Revenue (608-264-4582) for more information. If you are required to obtain a permit(s) or license(s), a photocopy of the permit(s) or license(s) must be on file with the Market managers *prior* to participation in the Market. Failure to obtain all necessary permit(s) or license(s) will result in dismissal from the Market.

6. Dates and Hours of Operation

The 2026 Mineral Point Market will begin on Saturday May 2, 2026 and be held each Saturday. The regular season Market will end on Saturday October 31, 2026.

**Additional late-season Saturday Markets are often held either outdoors (weather permitting), or indoors at a local business. If additional Markets are held, it is up to the participating vendors to manage and advertise for those Markets.*

Official Market hours are 8:30a.m. to 11:00am.

- Vendors are encouraged to be ready for sales by 8:00am and remain set up until 11:00a.m.
- All vendors must arrive by 8:10am. Those arriving late may need to forfeit their usual location.
- All vendors must have the area cleared by 12:00 p.m.

7. Spaces and Location

The Market is located in Water Tower Park at Business Highway 151 and Madison Street. Spaces will be assigned to full-time vendors and will remain constant for the duration of the season. Daily vendors will be assigned a space the day of the Market based on

seniority. Daily vendors may not exceed 10 linear feet for their display. Daily vendors may be asked to set-up in different locations from week to week, but an effort will be made to maintain a constant location.

8. Attendance at Market

Full-time vendors agree to participate in the Market for at least 75% of vending days and receive a permanent vending location. All vendors must notify the Market Managers 3 days in advance if they will be absent from attending their regular schedule. Chronically absent full-time vendors will be asked to surrender their stall and move to a daily vendor location.

A full-time vendor may share their permanent spot with one partner vendor under certain conditions: The partners must submit separate applications and abide by all regulations. Partner vendors must agree to vend on alternating weeks and supply the Market Managers with their vending schedule. If a partner vendor attends on a day he/she is not designated to vend, he/she will be assessed a daily vendor fee.

9. Substitutes

Each full-time permit holder is entitled to list a second party to be in charge of the booth when the permit holder is absent. In the event that the permit holder is absent, the substitute must be present at the Market. A substitute is someone other than the primary vendor or partner vendors.

10. Maintenance

Each vendor will furnish their own tables, chairs, bags, extension cords, tent canopies and any other necessary supplies. Electricity, water and restrooms are accessible. **Each vendor is responsible for cleaning up all refuse around their booth and making sure that any debris in the park caused by the Market is cleared.** Vendor-generated refuse must be brought home with the vendor and not placed in garbage cans at the park.

Vendors must move their vehicles to a side street immediately after unloading and prior to setting up. No vehicles may be driven in the park if the ground is saturated due to rain.

11. Prices

Each vendor is responsible for their own pricing. Prices should be readily visible to customers. Vendors may use one large sign, smaller signs placed beside each product or by individually pricing items.

12. Market Promotion

Advertising for the Mineral Point Market is supported solely by vendor fees. Market managers and vendors work together to arrange advertising and promotion for the Market. A monthly "Market Basket" drawing is one promotion to which vendors may give a free-will donation. The product donation is not reimbursed by the Market. Vendors often benefit from increased sales as a result of their good will.

13. Pets

For vendor and customer safety and hygienic reasons, no dogs, cats or any pets are allowed under the Park shelter or within 20 feet of the Market vendors' booths. Please monitor and take corrective action if pets are too close to booths. All vendors are asked to assist with enforcing the regulation.

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