

DECORAH FARMERS MARKET



VENDOR PACKET 2026

Rules & Guidelines for Vending at the Decorah Farmers Market

Decorah Farmers Market
P.O. Box 281, Decorah, Iowa 52101
563-202-4960 (Market Manger)
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www.visitdecorah.com/farmers-market/

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About Decorah Farmers Market

The Decorah Farmers Market is a 501(c)3 organization with a mission “to improve the production and marketing of local farm produce and locally produced items, to stimulate public interest in the consumption of these products, and to attract trade and tourism or otherwise enhance the Minowa area.”

The Decorah Farmers Market is a producer-only farmers market. Vendors sell a wide range of products including fresh produce, meat, wine, honey, maple syrup, eggs, breads, pies, jams, fresh flowers, jewelry, crafts, and much more. The Market has been in Decorah for 50+ years and serves as a hub for tourism, local food sources, and a place for those in the community to gather.

Meet Your Market

2026 Board of Directors

The Board of Directors is made up of vendors and nonvendors to maintain a wide range of oversight of the overall function of the Decorah Farmers Market. It has 7 members, at least 5 of whom must be vendors. Board members serve two-year terms. Vendors may email the board of directors directly at decorahmarket.board@gmail.com with comments, questions, or interest in serving on the board.

Kristin Eggen, Winneshiek Energy District
President, keggen579@gmail.com
608-306-1246

Tom Mathiasen, Perry and Tom
Board member at large,
mathhal484@gmail.com
563-735-5833

Amber Langrek, Timber Ridge Gardens & Bakery
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Cheryl Wieseler, Cluck Ewe Farm and Bakery
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Board member at large
kymaracres@gmail.com
563-380-8877

Breanna Bruening, BreezyBeez
Secretary,
bkbruening24@gmail.com
563-419-3655

Market Manager

The market manager oversees day-to-day market operations and is the main point of contact for vendors and the public. They are a part time (15 hours/week) contracted position that helps to keep our market orderly, safe and operating smoothly. Responsibilities include onboarding prospective vendors, ensuring farmers market rules and regulations are followed, on-site safety considerations, answering questions, and administering coupon programs.

Contact: Imani Cornelius
decorahmarket@gmail.com
Phone: 612-607-2686 (personal cell)



Vendor Rules & Regulations

All rules apply to all farmers markets including any special, extended seasons, or holiday market.

Outdoor Farmers Market

Open May through October

Location: Lower Oneota Co-Op parking lot, located at the corner of River St & Heivly Street downtown Decorah

Hours of Operation:

- Wednesdays from 3:00 to 6:00 pm
- Saturdays from 9:00 am to 12:00 pm. (Except July 25. See “Holidays.”)

Holidays: *The Market will be open on all holidays except the Saturday of Nordic Fest weekend (July 25, 2026).

Severe Weather & Cancellations

The Decorah Farmers Market operates rain or shine. However, in case of unplanned cancellation due to severe weather or an emergency, vendors who are scheduled to attend the market will be contacted by phone or text before the start of the market by the market manager.

Apply to Be a Vendor

Vendor Applications

An application must be completed at the beginning of every season and go through a review process. Vendors must be a local producer of farm or value-added goods, or services and be located within a 60 mile radius of Decorah, Iowa. Vendors who do not meet these criteria or have unpaid late fees from the previous season will not be admitted for the upcoming season.

First Time Vendors

The Decorah Farmers Market provides a complimentary day pass to first-time vendors, or vendors who are returning to the market after an absence of three years or more. Membership dues confer membership from the first day of one market season until the first day of the next market season and apply to all outdoor markets.

Vending At Market

Vendor Arrival & Setup

- Wednesday arrival 1:00-2:30pm
- Saturday arrival 7:00am-8:15am

Vendors must be on site by the end of the specified timeframe otherwise booth space will be forfeited and a “no show” will be documented. This helps to maintain the safety of our market as pedestrians start to arrive prior to market opening. Vendors have until the opening bell to complete the set up of their stall.

First Sales

Vendors *must* wait to sell until the market is opened by the ringing of the bell. Vendors *may* purchase from other registered market vendors up to 20 minutes before the market.

Introducing New Products

A vendor must notify and submit what the new products are before bringing the item(s) to market.

Generators

Generators must be quiet and must not emit offensive fumes. If the market manager determines that a generator is too loud or the odor is too strong, the vendor will be asked to shut it down. If it is determined that a vendor's generator does not meet these requirements, the vendor may be asked to replace it before returning to the market.

Animal Policy

Vendors are not allowed to have animals in the booth, except by special permission of the market manager. No live animals may be sold or given away at market. Visiting pets must be well behaved and are allowed at market manager discretion. All visitors must pick up after their animal or pet.

Pre-orders

A “**pre-order**” is an order that a customer places with a farmers market vendor ahead of market for pickup at market. Products normally sold at the market can be sold with this method. The rules are as follows:

- Customers may pickup pre-orders during setup time or market hours.
- Vendors must notify the market manager that pickups will happen.
- Vendor pre-orders must be distinguishable and be clearly marked as such.
- A customer cannot create a pre-order within the pre-order window of the market.
- Vendors must coordinate pickup/delivery and payments with the customer. The market does not supply this service. (Except for market-run food assistance programs)

Vendor Take Down

All vendors are required to keep their booth set up for the entire market. In the case that a vendor sells their entire product, booth disassembly and leaving early is not permitted until farmers market closes (6pm on Wednesday or Saturday at 12:00pm).

Upon departure, all spaces must be thoroughly cleaned and all personal equipment, produce and debris must be removed. Failure to do so may result in a fine. *“Leave it better than you found it.”*

Blue Tally Slips

Near the end of the market, vendors will receive a tally slip (typically blue) to anonymously share their total sales for the market. Slips are to be completed and returned to the market manager at the following market. This simple program helps the Decorah Farmers Market understand customer and sales trends throughout the season, gauge the success of marketing, and apply for grant funds.



Vendor Conduct

VENDORS SHALL...

- **Abide by all state food laws for farmers markets & vendors as articulated by the Iowa Department of Inspection and Appeals** (food vendors only). Not sure if your products are compliant to sell at market? Contact the market manager for assistance.
- Conduct themselves in a professional manner at all times, on site, before, during, and after market.
- Keep their stall area clean and free of debris.
- Supply the market manager with a copy of their insurance at the start of the season
- Publicly post required licenses in their booth or have them readily available at market.
- Store fresh fruits and vegetables in clean containers off ground in trunks, tables or risers and protected from excessive dust, flies, or other contamination.
- Have appropriate weights (40 lbs on each leg) for their tent. Tent weights may be shared between neighboring vendors if both vendors agree. If you need weights from the Market Manager, it is a first-come-first serve process.
- Fit vendor vehicles and display area in one regular parking space not to exceed 10 feet wide. The Market Manager has the authority to charge a vendor a \$5 fine if they are in gross excess of their space requirement. A vendor may opt to purchase passes for multiple stalls.

- Space themselves in an efficient manner providing for the maximum number of vendor stalls in the market area. If the elective of a reserved stall is taken, only the vendor who is assigned the stall can occupy that space unless the vendor has given notification of their absence from the market.
- Be allowed to play music in a personal booth as long as it is appropriate for all ages, and does not disrupt vendor neighbors' ability to conduct business.
- Pay any late fees prior to becoming a vendor for the upcoming season.

VENDORS SHALL NOT...

- Sublet or loan his or her membership or stall.
- Attract attention to his or her articles by outcry or in a boisterous or annoying manner. Please remember that you are sharing the market with other vendors and buyers.
- Make sales until the market is officially opened by the ringing of the BELL by the Market Manager or Volunteer unless an order is placed in advance.
- Abandon their space before the close of the market. The market manager may approve early departure on a case-by-case-basis for special circumstances.
- Direct a vehicle or truck to leave or enter a stall at any point during market operating hours, unless authorized by the Market Manager in advance of the market.
- Smoke or vape in the market area.

Decorah Farmers Market does not allow any form of violence, harassment, or discrimination. Staff and vendors have a right to a safe work environment. Any person or vendor will be removed from the premises immediately and suspension or termination of being a vendor may ensue. Violence, harassment, and discrimination include, but are not limited to:

- Verbal or physical violence of any kind, including threats of violence and vulgar language
- Unwanted sexual attention, including comments on body image
- Non-consensual and unwanted touch
- Discriminatory comments or jokes, microaggressions especially racist, sexist or relating to age
- Bullying and intimidation

If a vendor fails to comply with these rules or the authorized directions of the Market Manager, they shall immediately cease sales of the item(s) in question or personal music.*

Eligible products & Licensing

Eligible Products

Vendors shall offer for sale only food or non-food items that are produced within 60 miles of the market and produced as part of the vendor's own operation. Vendors found selling items that violate this policy will be removed from the Market.

Items purchased from others for resale are not allowed. The exception to this is plants; 80% of the plant business value of the vendor must be in the possession of the vendor for at least 6 weeks before resale.

Brokers may not sell at the market. Advertising or promotion of commercial products is not allowed.

Decorah Farmers Market reserves the right to visit and inspect a farm or business of any vendor and request documents to verify licensure & credentials.

Food Licenses

Visit the [Iowa Department of Inspections, Appeals, and Licensing Farmers Market page](#) for up-to-date information regarding eligible farmers market items & licensing.

Cottage Foods do not require a food license. "Cottage foods," as defined in [HF2431 \(2022\)](#), are foods that are prepared in a residence that are not subject to licensing or inspection. Cottage foods must meet ALL of the following criteria:

- 1) The food is prepared in a private residence;
- 2) The food does not require temperature control to ensure safety;
 - a. Foods must be shelf stable (Shelf stable must have a pH below 4.6 and water activity below .85) Note: Spicy Jams & jellies fall under Cottage Food if the item is shelf stable.
- 3) The food is sold directly from the producer to the consumer; and
- 4) The food is properly labeled.

Certain items can only be sold at a farmers market with a valid food license. Any potentially hazardous food can be sold at a farmer's market with one of the following licenses:

- **Farmers Market License** - Each annual license is \$150. The recommended time to apply is at least two weeks prior to the operating date but must be received at least three days prior to the event. The license is only valid at farmers' markets. If the vendor operates two or more stands simultaneously, a separate license is required for each unit.
- **Mobile food unit license** - Mobile food units must be licensed where they are stored and serviced. Out-of-state mobile units must have an Iowa license to sell at the market.
 - Note: Decorah Farmers Market allows only one food truck on site per market.
- **Temporary food establishment license** - Unpackaged foods that need to be temperature-controlled for safe consumption that are not prepared at the farmer's market must

be produced in a licensed facility (food service establishment, food processing plant, mobile food unit, temporary food establishment). A farmers market license is also required to sell these foods at the market.”

- **Home Food Processing Establishments (HFPE)** - If you are processing, producing, and selling foods that are not considered a “cottage food” then a HFPE license is required:
 - 1) Vendors can sell homemade food indirectly or directly to consumers.
 - 2) Product requires temperature control
 - 3) Detailed Records must be accessible at market & to consumers:
 - a. Standardized recipe
 - b. All Ingredients and amounts, batched, pH log,
 - 4) Refer to Iowa Department of Inspections, Appeals, & licensing or contact the market manager for more information.

Selling Wild Mushrooms: Many wild-harvested mushrooms can be sold at market. Sellers must obtain a farmers market license or a mobile food unit license. A written record of each type of mushroom and inspection is required before items can be sold. Wild mushrooms must be found to be safe by a certified wild-harvested mushroom identification expert. Refer to [481 Iowa Administrative Code Chapter 31.1](#), wild harvested mushrooms.

Stall Fees

Decorah Farmers Market accepts credit/debit card, cash, check, and venmo as forms of payment for vendor stall fees. A receipt will be provided to you after payment. Vendors are encouraged to keep their receipt(s) as a record of payment. Types of stalls include:

Day pass: one-time vendors who want to sell at the market must pay \$30 for a daypass. Each one-time pass will be recorded by the market manager and will be applied towards the cost of an entire season membership.

Annual membership: The yearly member fee is \$175 per stall. Non-reserved stall vendors must set up adjacent to another stall.

Reserved Stall Member: Additional \$25 annually per reserved stall (more about reserved stalls below)

Non-Reserved Stall(s)

Booth Type	Cost
Daily Pass	\$30
Single Stall - annual	\$175
Double Stall - annual	\$400

Stall + \$25 Reserved Stall Fee

# of spaces	Stall + Reserve Fee	Total
1	\$175 + \$25	\$200
2	\$350 + \$50	\$400
3	\$525 + \$75	\$600

Reserved Stall

Purchasing a **reserved stall** guarantees regular vendors a consistent spot in the outdoor market lineup. It is a privilege and is optional.

There is a \$25 (per stall) reserved stall fee to accommodate administrative and management time. A reserved stall(s) may be requested at any point during the market season. Talk with the Market Manager about available stalls and request a *Reserved Stall Application*.

Stalls are assigned by the Market Manager based on availability. There are a limited number of reserved stalls available. Returning reserved stall vendors have the opportunity to keep their previous year's stall(s), or request a new one. These requests should be made with the Market Manager on or before April 15th. Every effort is made to create the best layout for customers and vendors.

All stalls at the Market site will be flagged and numbered by the Market Manager prior to the market, with colored flags indicating the reserved/non-reserved designations. Questions should be addressed to the Market Manager

Reserved Stall Vendor Responsibilities:

- Reserved stall vendors must notify the Market Manager of their first and last market dates, and any planned absences during their 'season.'
- ****If a reserved stall vendor needs to miss a market, they must notify the Market Manager by phone by 7 PM the previous day.** This allows the stall to be filled by a non-reserved stall vendor and keeps the market stalls tight. *If a reserved stall vendor does not notify the market manager before the times stated a \$5 fine will be charged for the first offense and a \$25 fine for subsequent offenses.*

Programs and Currency

Decorah Farmers Market uses multiple forms of currency. These currencies allow vendors to vend without accepting credit cards at their stands. This increases food access for customers and increases sales for vendors throughout the season. All vendors are eligible to accept Market tokens and EBT/SNAP wooden tokens that are only distributed from the Information booth.

The Decorah Farmers Market is an approved participant for the following programs:

- Supplemental Food Assistance Program (SNAP/EBT),
- Women-Infant-Children (WIC) program,
- Senior Farmers Market Nutrition Program (State of Iowa),
- Winneshiek Medical Center Senior Nutrition Program
- Double Up Food Bucks (*Iowa produce vendors only*)



Vendors must be trained and certified to participate in these programs. Certified vendors must have their signs posted in their booths to accept program checks and coupons. Only certified vendors can accept these checks and coupons. The Market Manager can provide more information concerning each of these specific programs.

Wooden Tokens

The wooden tokens can be accepted by all vendors and need no extra training. They serve as a replacement for cash if a person cannot make it to an ATM. The Market money tokens are available in \$1 and \$5 increments. Customers can purchase up to \$100 of market coin on one transaction.

SNAP/EBT & WIC

Households can buy Breads, Dairy products, Fruits, vegetables, jams/jellies, maple syrup, honey, meats, Fish, and Seeds and plants that produce food for the household to consume. Pumpkins that are for consumption are eligible, but decorative or non-edible are not eligible.

- Items not eligible: household supplies, soaps, pet food, chips, soda, candy, kettle corn, alcohol, hot foods for sale, or desserts. Cigarettes and tobacco are not eligible. NO LIVE ANIMALS!

For a more Information visit <https://www.fns.usda.gov/snap/eligible-food-items>

Farmers Market Nutrition program (FMNP)

FMNP is not reimbursed at market and vendors must be registered and take training on how FMNP operates before accepting any FMNP vouchers.

“Iowa Farmers Market Nutrition Program (FMNP) provides vouchers to WIC Families and eligible seniors to purchase fresh local produce at participating farmers markets and farmstand.”

For More Information go to :

<https://iowaagriculture.gov/agricultural-diversification-market-development-bureau/farmers-market-nutrition-program>

Decorah Food Pantry Vouchers

This program is a partnership with the Decorah Food Pantry. It is funded through donations and local incentives to continue to bring access to those who need it in Winneshiek County. To participate, vendors are encouraged to contact the Market Manager for more information.

Double Up Food Buck Program (DUFB)

Double Up Food Bucks matches fruit and vegetable purchases when a person uses their EBT card. Those who receive SNAP and EBT benefits are automatically eligible to participate in the Double Up Food Bucks program. The purpose of the program is to increase the amount of healthy food making its way into homes.



For more Information: Visit <https://doubleupamerica.org/> or doubleupamerica.org

College Vouchers

In staying committed to improving food access, we partner with schools to provide young adults with College Vouchers they can spend at market to be able to afford vegetables, fruits, or other foods that may be tight on a student budget.

Vendor Reimbursement System

Reimbursement for all vendors will occur toward the end or after the market has completed. If you do not get reimbursed in one market, then you will get reimbursed for any acceptable currency that is eligible at the next market. A vendor cannot get reimbursed for wooden tokens that they had bought themselves.

BYLAWS

Bylaws are the legally binding internal operating rules of an organization.

Article I Name

The name of this organization shall be the Decorah Farmers Market Association, Inc.

Article II Object

To improve the production and marketing of local farm produce and locally produced items, to stimulate public interest in the consumption of these products, and to attract trade and tourism or otherwise enhance the Minowa area.

Article III Membership

Any person engaged in the production and/or promotion of local products, who agrees to abide by the by-laws and rules of this organization and who pays the membership fee, may become a member upon approval of the Board of Directors. Each member in good standing shall be considered a voting member. Eligibility will be limited to one membership per immediate family/business, and each membership shall constitute one vote.

From time to time, the Board of Directors may change the seasonal fee structure. Any member who does not abide by the by-laws and by the marketing rules and regulations may have their membership terminated by action of the Board of Directors.

In the event of legal litigation against the Association, it shall be brought against the association as a whole and not against individual officers or committees. This does not preclude each individual member or vendor from being responsible for their own actions.

Article IV Board of Directors

The government of this organization shall be vested in an elected committee of seven (7) members known as the 'Board of Directors'. Directors shall be elected for a two-year period. A board member may serve a second two-year term, not to exceed four consecutive years. All members of the Board shall be elected by ballot. Initially, two of the directors, voluntarily or by chance, shall be up for re-election. At the inception of the incorporation in 1993, three members were elected for a two year term and two for a one-year term. After 1993, elections are to be staggered. In case the number of board members elected in any two year period becomes unequal to the other classes, the membership may elect one or more board members to terms of one, two, or three years, as necessary.

The Board of Directors shall meet at least quarterly (January, April, July, October). A majority of the Board shall constitute a quorum. At the first meeting following their election, the Board of Directors shall be organized and the executive officers elected. The executive officers are to be President, Vice-President, Secretary, and Treasurer. Any member of the Board of Directors can call for a special meeting of the board when there is business to be transacted.

Article V Market Manager(s)

This organization shall have a market manager(s) who shall be responsible for the day to day operation of the market. The market manager(s) shall be appointed by and be responsible to the Board of Directors. The market manager(s) shall be appointed on a yearly basis. The Board shall have the power to remove any market manager(s) if in their judgment the actions of the market manager(s) warrant dismissal.

Article VI Meetings

This organization will hold at least two general membership meetings each year (April, October). The January meeting will be for the purpose of nominating and electing members of the Board of Directors. Members in good standing shall have the privilege of voting at all meetings.

After proper notification to all members in good standing there will be no minimum numbers required to constitute a quorum, but those in attendance at the meeting shall constitute a quorum and be entitled to conduct Association business. A meeting of the membership will be called upon motion passed by the Board or upon written application signed by a majority of the voting members, submitted to the Board Secretary.

Article VII Records

Every member shall have the right to examine, for any reasonable purpose, the books, records, roster of membership and other appropriate records of the organization except personnel files.

Article VIII Spending of Monies

Proceeds derived from annual membership fees and vendor fees or donations shall be used to pay operating, advertising and other expenses of the market. Should this organization dissolve or become inoperative, any remaining assets shall be donated to generate an interest in horticulture. No assets shall be distributed to any member or incorporator. In the event no horticultural purpose may be found, then all assets shall be given to the city of Decorah or its successor in interest.

Article IX Market Operating Rules and Regulations

Market Operating Rules and Regulations, formulated by the Board of Directors and approved by the majority at a membership meeting, shall be in effect until changed or amended.

Article X Amendments

The by-laws may be amended at any meeting of the general membership by a majority vote of the members present provided due notice of such proposed amendments has been made.

Article XI Notices

All notices required by the by-laws shall be by regular mail postmarked no later than one week before the subject of the notice.

Compliance and Enforcement

At the market we work together to build a positive market brand. The rules and regulations of the market are written by the board of directors and enforced by the market manager to ensure public safety and maintain the integrity of the market.

Vendors can expect violations of these rules to be met with the following disciplinary measures:

1st Offense: Verbal warning & discussion

2nd Offense: Written warning

3rd Offense: Fines (see fine schedule below).

4th Offense: Waitlisted or removal of reserved stall status

Final Call: Dismissal for the remainder of the season and revoke membership

Ways to remedy non-compliance

- Inform the market manager that the issue has been corrected; or,
- Work with the market manager to make a plan for compliance
- Pay fines on time

Consequences of failing to remedy non-compliance: The Decorah Farmers Market board reserves the right to ban vendors from the market who exhibit consistent non-compliance without remedy.

Fine Schedule	
<i>Fines are to be paid within 7 days of notice.</i>	
Offense	Fine
Produce & Debris left behind after market	\$5
Improper booth footprint	\$5
No Show - <i>non-reserved stall</i>	\$5
No Show - Reserved stall, first offense	\$5
No show - Reserved stall, subsequent offense	\$25
Food sales that are not compliant with the Iowa Department of Inspections and Appeals guidelines (i.e. licensing, labels, packaging, etc)	\$25
<i>*Vendors with outstanding fines will not be allowed to register for the upcoming season.</i>	

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