



Downtown De Pere Farmers Market

Guidelines and Requirements

Thank you for your interest in participating in the Downtown De Pere Farmers Market!

Please review the guidelines below. If you have any questions, please contact us at info@definitelydepere.org or (920) 403-0337.

Dates June 4 - September 24 | 3:00 pm - 8:00 pm (3:00 pm - 7:00 pm in September)

Location George Street Plaza (George Street between Broadway and Wisconsin Street)

Cost 10' x 10' Stall - \$175 | 20' x 10' Stall - \$275 | 30' x 10' Stall - \$375 | Daily Stall - \$25
Prepared Foods Seasonal Stall - \$500 | Prepared Foods Daily Stall - \$35

General Guidelines

- Fill out the online application by **February 28, 2026**.
- Vendors will start to be contacted after **March 1, 2026** with approval status and payment follow up. *Vendors will be contacted with either an approval or a rejection letter by March 30, 2026.*
- Submit all required forms by **May 1, 2026**.
- Forms can be mailed to or dropped off in person to:
Definitely De Pere
Attn: Market Manager
117 N Wisconsin St, Ste 20
De Pere, WI 54115
- Stall numbers and placement will be given at the first market of the season.
- Vendors may not sublet their space or allow another vendor to sell in their booth.
- Vendors are responsible for collecting and reporting any applicable sales tax (if applicable).
- All legal-for-trade scales should be approved by the Wisconsin Department of Agriculture.
- Vendors are responsible for all required licenses, permits and corresponding fees.

Vendor Rules and Regulations

Produce Vendor criteria for uncut vegetables, fruits and cut flowers.

- Must be locally grown (except peaches and blueberries) and cultivated by vendor.
- Vendor must own or lease the property where the produce is grown.
- Buying, reselling, and sharing of produce amongst vendors is prohibited.
- Organic vendors must have proof of certification.
- If selling products by weight, an approved scale is required.

Protein & Dairy Vendor criteria for meat, poultry, fish, eggs and cheese.

- Must be locally produced by vendor.
- Vendor must own or lease the property where the protein and dairy is produced.
- All vendors must have a seller's permit from the State of Wisconsin.
- Organic vendors must have proof of certification.
- If selling products by weight, an approved scale is required.

Processed Food Vendor criteria for prepackaged foods.

- All foods must be processed by vendor.
- Product must be made in a licensed and inspected establishment.
- All vendors must have a seller's permit from the State of Wisconsin.
- If selling products by weight, an approved scale is required.

Prepared Food Vendor criteria for foods prepared on-site.

- Food sold must be prepared on-site by the vendor.
- Only one vendor selling the same type of product will be accepted.
- All vendors must have a seller's permit from the State of Wisconsin and a Temporary Restaurant Permit.
- General liability insurance listing Definitely De Pere as additional insured.

Art and Craft Vendor criteria for handcrafted and homemade products.

- Items for sale must be of original design or creation.
- Items for sale must be made by the vendor selling them.
- All vendors must have a seller's permit from the State of Wisconsin.

Please Submit Application Online

If you prefer a hard copy of the application, one can be mailed by request.