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Chelsea Kocken
Market Manager
On Broadway, Inc.
(920) 569-3425
chelsea@onbroadway.org

Farmers' Market on Broadway presented by Investors Community Bank Starts June 3 as Essential Food Source

Green Bay, WI – The Farmers' Market on Broadway presented by Investors Community Bank is set to start on Wednesday, June 3. There are temporary changes that will occur, including reduced market hours from 4-7pm at Leicht Memorial Park, 128 Dousman.

The ability to host the Farmers' Market on Broadway at Leicht Park allows essential vendors to operate 15 feet apart and attendees to stay six feet apart, as compared to the more limited space in the traditional location on Broadway. Leicht Park allows for our organization to control capacity with one point of entrance and exit. Attendance will be limited and follows the 4 people per 1,000 square foot of space guideline put out by the Department of Health and Brown County Health Department.

Farmers markets have been deemed essential by the Wisconsin Department of Health Services as they provide consumers with access to fresh, local foods. By continuing the Farmers' Market on Broadway, this will provide farmers, growers, and producers an outlet to sell their goods to the community.

"We've been working closely with the Brown County Health Department to continue the Farmers' Market on Broadway," said Chelsea Kocken, market manager of the Farmers' Market on Broadway, "We know that we will see many changes throughout the season as more updates and information are available. We will adjust our market as changes to regulations occur and look forward to the day when the market is able to function as normal."

On Broadway, Inc. has been working closely with the City of Green Bay, Department of Health Services, and Brown County Health Department to safely operate the Farmers' Market on Broadway with the health and safety of vendors, attendees, staff and volunteers, and all other involved parties. Operational plans are still being developed and are subject to change. Modifications that will be implemented include prohibiting:

- Seating intended for consuming products
- Non-essential vendors including art/craft vendors, prepared foods, Broadway Businesses, etc.



- Entertainment, activities, promotions
- Food sampling
- Attendees touching products, this must be done by the vendor
- Processed food and beverage sales to be consumed on site

Essential vendors that are participating in the Farmers' Market on Broadway are required to abide by additional safety protocols implemented by the Wisconsin Department of Health Services.

For more information on the Farmers' Market on Broadway, visit:

<https://downtowngreenbay.com/explore/broadway-events/farmers-market-on-broadway>

About On Broadway, Inc.

The historic Broadway District is the vibrant, engaging business and residential urban center of Northeast Wisconsin focusing on strategic marketing and staffing, funding and sustainability efforts, event development and coordination of promotions, business and residential recruitment and retention.

On Broadway, Inc. is a non-profit, community-based organization dedicated to strengthening the Green Bay community through economic development, historic preservation and promotion of downtown Green Bay's Broadway District and the overall downtown community.