



2025 Waukesha Farmers' Market Guidelines



To become a vendor in this market, your business/farm must be local (within 100 miles of Waukesha or in the state of Wisconsin). Produce and flowers must be locally grown if you lease land. No wholesale loads of produce may be marketed. Selling products not locally grown and/or crafted may result in expulsion from the Farmers' Market.

By signing your application, you agree to participate in location inspections. Vendors who are selected for onsite inspections will be contacted in advance to coordinate a day/time to meet with a Market Associate. Vendors will walk Associate through their greenhouses/fields and show them where their respective crops for sale are being grown. In addition to note taking for the inspection, Associate may take photos of the respective crops for review of the Market Committee. If there are any special requests made by the vendor prior to the inspection, we will do our best to accommodate them.

Baked Good, Canned Goods and On-Site Prepared Foods

Vendors producing baked goods, canned goods, and on-site prepared foods are encouraged. They must follow all Health Department rules. Necessary permits must be included with your application. For further assistance, please contact Environmental Health Sanitarian, at (262) 896-8326. Inspections are performed by the Waukesha County Division of Environmental Health.

Home Bakers / Cottage Laws

Your booth must have an 8 x 10 sign that says - "This product was made in a private home not subject to state licensing or inspection."

There must be available at your booth a list of ingredients in descending order of prominence for each item including any allergens, your name/business name and contact information, and the date the item was made.

Locally made arts and/or crafts

All products must be handmade. Craft items will be reviewed and will be rejected if found not to be handmade. All craft vendors must provide photos of you creating and assembling your items before your application will be approved.

Attendance Expectations

Stalls are assigned by the market coordinator prior to each Saturday. Once the stall is assigned, you must remain in your stall for that Saturday. There will be no stall swapping, exchanging, or moving permitted. If an issue arises and your stall no longer works, let the Market Manager or coordinator know and they will do their best to accommodate your needs. If you set up in the wrong stall, you will be required to relocate to the correct stall.

All non daily vendors are expected to be at the market. If you are unable to come, you must inform the market coordinator by 12 PM on Friday as regular attendance is expected. In the case of an emergency, please contact the Market Manager at 262-336-6716 as soon as possible.

The initial attendance report will be sent out by 5PM on Wednesday prior to that weekend. Final attendance will be sent out by 5PM on Friday. We appreciate your assistance in keeping our attendance updated as we develop each week's list. Our seasonal and daily vendor list has grown significantly in recent years. As we attempt to keep our market cost down for market vendors, we do not want to turn away daily vendors because we think the market is at capacity when in fact it is not due to lack of communication. We also post on social media the expected vendor attendance and we want to be as accurate as possible.

Employees of Vendors

Any booth staffed by employees will need to follow all market guidelines. It is the responsibility of the vendor to share the required information with their employees. Make sure your employees are aware of your stall number and where it is in the market. Market Manager will have an abbreviated list of market dos and don'ts to hand out at the beginning of the market.

All Vendors

Multiple stall requests for non-food vendors are taken on a case by case basis. Priority will be given to food and garden related vendors seeking Full Season and Peak Season stalls.

WDBA member businesses who join the market as a vendor will be allowed to sell their normal store merchandise as long as the items for display and sale are made in the USA.

Vendors are not permitted to place signs around the market for their business. Signage must be located in or adjacent (when space allows) to your 10x10 stall and cannot create an obstruction to the flow of walking traffic in the market. If a sign is not located in your 10x10 footprint and the Market Management team feels it is acting as an obstruction, you will be asked to move the sign within your footprint.

Every vendor, non-profit, musician, professional service, or participant of the 2025 Waukesha Farmers' Market **MUST HAVE** a Certificate of Liability Insurance showing minimum coverage of \$100,000/\$300,000 aggregate, **listing the Waukesha Downtown Business Association (235 W. Broadway St., Waukesha, WI 53186) AND Waukesha State Bank (151 E. St. Paul Ave., Waukesha, WI 53186) on the certificate as Additional Insureds.** Your insurance carrier can provide you with this certificate. You will not be allowed to participate in the market without the Certificate of Liability Insurance which must be provided to the WDBA before the market begins on May 3rd, 2025. In the event that two businesses are sharing a booth, both businesses must complete the full application process including proof of insurance.

WAUKESHA FARMERS' MARKET 8AM TO 12PM MAY 3RD THROUGH OCT 25TH

The Farmers' Market site will be located along the Fox River in the Waukesha State Bank parking lot in downtown Waukesha. Approved vendors will receive their stall assignments and vendor maps in April 2025. All official communications will be sent via email. Produce and food vendors may request a maximum of three (3) stalls and any exceptions must be approved by market management.

The Market Management team will be onsite by 6:30am. The Market Manager will be onsite by 6:00am and will be available by cell phone prior (262-336-6716). The Market Manager will remain onsite until 12:45 pm. The Market Information tent will remain up till 12:15pm. The market team/manager can be found between 12:15-12:45pm by the storage unit at the south end of the market. **All vendors who are assigned a**

vehicle space must be parked by 7:15 a.m. and will remain in their spaces until 12:15 p.m. If you are a non-assigned vehicle space vendor who is dropping off goods, they must be out of the market by 7:30AM. NO MOVING VEHICLES WILL BE ALLOWED IN THE MARKET AFTER 7:30 AM. If you have not arrived by 7:15am, you will be required to park on the outside of the market and walk your goods in. If you have notified the Market Manager about a specific situation which may cause you to arrive later than 7:15, the Manager may allow you to drive into the market with an escort if they deem it is safe to do so, but this will strictly be on a case by case basis.

All vendor vehicles must remain parked in your assigned spot until 12:15 PM, there are no exceptions to this rule for any stall in the market. At 12:15 PM the market team will give an audible signal to indicate that it is okay to move your vehicle.

NO TRAFFIC IN THE MARKET AFTER 7:30 am or BEFORE 12:15pm

We must work together to protect the early arriving and late shopping customers.

BOOTH CHARACTERISTICS

If your booth has a canopy it must be no larger than 10ft by 10ft. Booth spaces are assigned and numbered on the pavement. Respect the markings at the front of your space. They are there to provide an adequate amount of space in the event an emergency vehicle needs to get through. Every effort will be made to create an appropriate marketing environment.

Other Information

Tents/Displays/Booths must be appropriately weighted down. Vendors will be given one warning for their first violation of not having their booth appropriately secured. You are responsible for any injuries or damage your equipment causes.

No livestock may be sold.

Vendors are required to abide by all Federal, State, County or City laws and regulations regarding the sale of their goods. Copies of all required licenses and/or permits must be with you while attending the Farmers' Market.

When items are being sold by weight, an accurate scale must be used. Scales are subject to inspection by the Wisconsin Department of Agriculture.

If serving food, which may leave grease drippings on ground, please place cardboard on the ground to collect drippings and provide the required trash containers to accommodate waste.

If you change the products you sell - changing or adding new products you must fill out an amended application and receive approval before making the change.

Smoking by vendors is not permitted on the grounds of the Farmers' Market.

Vendors may not bring pets and/or animals to the Farmers' Market while working. Vendors should not be responsible for children under the age 6 while working in their booth. Please do not leave children unattended.

No alcoholic beverages are allowed in the Farmers' Market.

Vendors may not play music that is heard beyond their booth between 7:30am and 12:00. In the event music is too loud, the market manager will notify that it must be lowered in volume.

Vendors are required to park in assigned vendor parking by green space, east of Waukesha State Bank.

We offer gift certificates for the Farmers' Market, and you agree to accept them by being a Farmers' Market vendor.

With the growth of the market, there will only be accessible parking or assigned parking alongside St Paul ave. Please do not tell customers that they can park there temporarily. The market staff will create a designated pick up space for customers with heavy merchandise - please see the market manager if your customer needs to utilize this service.

All vendors are expected to clean up & sweep their own stall area after each market. They must take their garbage and recyclables to the provided onsite dumpster or take them home.

ALL giveaways must be approved by the market team prior to the market.

All professional services must be locally owned and operated. In the event of a national franchise, the local company must be independently owned and insured.

SPECIAL CONDITIONS FOR FOOD/BEVERAGE CONSUMED ON-SITE

If you are a food/beverage vendor and your customers generate waste from your products, you are required to provide a 30 gallon or larger trash receptacle. It must be visible and readily available to patrons.

GENERATORS

Vendors who intend to use a generator must indicate that on the application form. Generator use at the Market will be limited. All generators used at the market must be **"Inverter"** generators. Noise level must be kept low. Generators will be inspected by Market Management or staff for noise level, fumes, disturbance to neighboring vendors, and safety. Inspections may be made throughout the season. If your generator does not meet approval, you will need to make arrangements for an alternative power source the following week. If your generator is deemed an immediate safety problem, you will be asked to stop the generator immediately. On a space-available basis in following weeks, your stall assignment may be reassigned to a more appropriate location to run a generator.

Market Expectations

ALL VENDORS PREFER A WELL-RUN MARKET. Vendors need to cooperate with the Farmer's Market Management and obey all guidelines. If a problem is reported or observed, a vendor will be notified verbally, and then via email, stating the problem. **Failure to respond to the problem can result in termination of the vendor at the Waukesha Farmers' Market without any refund of any fees.**

The Waukesha Downtown Business Association has established these guidelines. Any concern should be brought to the Farmer's Market Management team who is at the Market Information Booth. Mail can be addressed to the WDBA at: WDBA Farmers Market, 235 W Broadway St, Waukesha, WI 53186 or via email marketadmin@waukeshadba.com or by phone at 262-336-6716. Please allow 48 hours to respond.

Thank you for making the 2025 Waukesha Farmers' Market the best ever!