**2024 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. Vendor will walk Associate through their greenhouses/fields and show them where their respective crops for sale are being grown. In addition to notetaking 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.

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

Home Bakers / Cottage Laws - A list of ingredients in descending order of prominence, including any allergens, your name/business name and contact information, and the date the item was made.

Locally made arts and/or crafts may also be sold at the Farmers’ Market. 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. Non-food vendors are limited to one stall during peak season. 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 participating in the 2024 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 *AND* Waukesha State Bank on the certificate as Additional Insureds.** Your insurance provider can provide you with this certificate. Vendors 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 4th, 2024.

**Waukesha Farmers’ Market 8AM to 12PM May 4th through Oct 26th**

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 2024. All official communications will be sent via e-mail. Produce and food vendors may request a maximum of three (3) stalls and any exceptions must be approved by market management. All other vendors are limited to one stall.

Market Associates will be onsite by 6:00am. The Market Manager will be onsite by 6:45am and will be available by cell phone prior. The Market Manager will remain onsite until 12:45pm. 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 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.

**NO TRAFFIC IN THE MARKET AFTER 7:30am or BEFORE 12:15pm**We must work together to protect the early arriving and late shopping customers

**BOOTH CHARACTERISTICS**: Every booth must have a canopy 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.

**EVERY YEAR TENTS ARE BLOWN OVER AND DESTROYED!** We have been lucky to avoid injuries. 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.
* **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.
* No alcoholic beverages are allowed in the Farmers’ Market.
* Please do not leave children unattended.
* Vendors are required to park in assigned vendor parking by green space, east of Waukesha State Bank.
* We will again offer gift certificates for the Farmers’ Market, and you agree to accept them by being a Farmers’ Market vendor.

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.

**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.

**NOISE LEVELS MUST BE KEPT LOW FOR VENDORS USING 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. **You must have prior written or emailed permission from the WDBA to run your generator.** 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.

**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 in writing, 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; Phone: (630) 776-6889 or via E-Mail [chris@waukeshadba.com](mailto:chris@waukeshadba.com) or on the website contact form.

**Thank you for making the 2024 Waukesha Farmers’ Market the best ever!**