



# 2012 Waukesha Farmers' Market Guidelines

Waukesha Business Improvement District    [www.DowntownWaukesha.com](http://www.DowntownWaukesha.com)  
802 N. Grand Avenue, Waukesha, WI 53186    (262) 549-6154



1. The Waukesha Farmers' Market hours are 8:00 a.m. - 12:00 p.m. on Saturdays from May 5 through October 27, 2012.
2. Any on-site concerns should be directed to the Farmers' Market Manager who is at the Market.
3. The Farmers' Market site will be located at the same location as in 2011, along the south side of the Fox River by Riverfront Plaza. Stall assignments will be determined and confirmation notices will be **e-mailed** by April 1, 2012, or mailed through USPS by request only. Each vendor may request a maximum of two (2) stalls but may be limited to one. Due to expected Farmers' Market expansion, and in order to make pedestrian travel easier, **you may not be assigned to the same stall(s) in 2012**. Because of market logistics, stalls are not uniform. Each stall will accommodate a 10'x10' tent. The stalls are marked with white paint. Do not go past the white markings at the front of your stall. Every effort will be made to create an appropriate marketing environment.
4. The Market Manager will be on-site by 6:30 a.m. each Saturday. **All vendors must be parked by 7:15 a.m.** and will remain until 12:00 p.m. on Saturday. Vendors may not leave early, even if products are sold out. Seasonal vendors who are not in place by 7:15 a.m. may not have access to their regular stall. Stalls will be filled with Daily Vendors at 7:15 a.m. as necessary. Vendors not coming to the market should notify the BID Office at (262) 549-6154 by 12:00 p.m. the Friday before the market date. After 12:00 p.m. on Friday and on Saturday by 7:00 a.m., call John at (262) 290-0174 or Jim at (262) 949-8502 if you are not coming. If you are not at the Farmers' Market and we have not been contacted by you by 7:15 a.m. your stall may be given to a daily vendor. Vendors who do not abide by this guideline may lose their stall assignment preference in 2013.
5. Only locally grown, in-season produce and flowers from Wisconsin may be sold at the Farmers' Market. No wholesale loads of produce may be marketed. Selling products not locally grown and/or crafted in Wisconsin will result in expulsion from the Farmers' Market. By signing your application you agree to participate in random location inspection.
6. Baked goods, canned goods, and on-site prepared foods must follow all Health Department rules. For further assistance, please contact Environmental Health Sanitarian Pat Smith, at (262) 896-8300. Inspections will be performed periodically.
7. Locally made arts and/or crafts may also be sold at the Farmers' Market. All products must be handmade in Wisconsin. No flea market-type items are allowed. Priority will be given to food and garden related vendors seeking Peak Season and Full Season stalls.
8. Vendors are required to abide by all 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.
9. No livestock may be sold.
10. When items are being sold by weight, an accurate scale must be used. Scales are subject to inspection by the Wisconsin Department of Agriculture.
11. All vendors are expected to clean up their stall area after each market. Failure to do so will result in a service fee of at least \$25.00 per infringement.
12. A fee of \$25.00 will be charged per day for those selling on a daily basis, provided there is space available and prior permission has been obtained. Only vendors registering in advance will be allowed as a daily vendor.
13. Smoking by vendors is not permitted on the grounds of the Farmers' Market.
14. Vendors may not bring pets and/or animals to the Farmers' Market.
15. The Waukesha Business Improvement District has established these guidelines. Any concerns should be addressed to the Waukesha BID at: Waukesha BID, 802 N. Grand Avenue, Waukesha, WI 53186; Phone:(262) 549-6154 Fax:(262) 549-6187 E-Mail: [BID@DowntownWaukesha.com](mailto:BID@DowntownWaukesha.com).
16. Vendors must cooperate with the Farmers' 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 will result in termination of the vendor at the Waukesha Farmers' Market without any refund of any fees.