Waunakee Farmers Market
Water Wheel Drive, Waunakee, Wisconsin
Saturdays, 8:00am – 12:00pm
Market Season: June 6th - October 31, 2026

The Waunakee Farmers Market (WFM or Market) is located in Waunakee, within walking distance of bustling neighborhoods and retail spaces. This open-air Market allows easy access from the highway by car or walking well-maintained sidewalks by foot. WFM strives to provide a diverse range of local and fresh produce, handmade crafts, artisanal goods and food items, and live entertainment, every Saturday morning from early-June through October. The Market's mission is to:

- Provide opportunity for the direct sale of high-quality produce and goods within walking, biking, and driving distance of Waunakee and other northside Madison neighborhoods; and
- Create opportunities for small, local, independently owned enterprises; and
- Preserve the unique agricultural heritage of the area by strengthening connections between suburban and rural areas for consumers and producers; and
- Provide a space for community engagement, interaction, entertainment, and cultural enrichment; and
- Build and strengthen the community by welcoming neighborhood residents and visitors to a vibrant weekly gathering.

General Information
Market Manager: Cellanie Farms
Contact: Betsy Stapel
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Phone: (608) 286-5873
http://www.cellanie.com/WFM

Waunakee Farmers Market Rules and Policies

Vendor Selection

Vendors wishing to participate in the Market must review these policies, complete and submit an "Application for Permission to Sell," along with all applicable licenses pertaining to food processing establishments and all other required permits for the products they have produced for sale.

Vendors must be pre-registered and notified of acceptance prior to attending the Waunakee Farmers Market. The Market Manager reserves the right to select or refuse any vendor.

The Market Manager will review all applications and reserves the right to select all vendors who will participate in the Market. The Market Manager considers the following criteria when approving vendors:

- The products reflect the Market's mission and goals; and

- The product(s) increase the selection and diversity of goods available at the Market; and
- If the vendor has participated in the Market previously offering the same or similar products; and
- The vendor demonstrates the ability to provide a sufficient supply of products for sale during the Market Season; and
- The vendor has demonstrated compliance with the Market's rules and attendance policy.

See below for fees and deadlines.

Vending Options

A. Full-Season Vendors

Full-season vendors are granted the right to sell at the market for the entire Market Season. They must apply by the application due date in May. If approved, full-season vendors pay a lower per-market rate, which is paid as a lump sum at the start of the season.

B. Partial Seasonal Vendors

Vendors whose products are limited seasonally may apply for a partial season comprising ten or more markets. Vendors must include their planned or preferred dates within their applications. All dates must be approved in advance by the Market Manager. These vendors pay an intermediate rate. Full payment is due on the vendor's first market day.

C. Local Businesses

Businesses located in Waunakee or Westport may apply for a Local Business Advertisement opportunity to advertise their business to the community. The opportunity is available twice per Market Season per local business and each occurrence includes one stall at the Market for one week. No products or services can be sold as this is an advertising opportunity only. Market Manager reserves the right to allocate only a limited number of Local Business Advertisement opportunities each week such that Local Businesses can advertise without competition from a large number of other businesses and also to not overwhelm any one Market week with a large number of Local Business Advertisers.

Qualified Helpers

It is the expectation of the WFM that the farmer/producer or farm/producer owners and staff be available at market to manage the stand. WFM requires one person available who is integrally involved in production to answer customer questions.

Each application must list all individuals ("Qualified Helpers") who will sell goods on behalf of the vendor. Any individuals not listed on the application must be approved by the Market Manager prior to selling at the Market.

A vendor or qualified helper listed on the application must be present at each market. Vendors who do not have a vendor or Qualified Helper at the stand will not be allowed to sell.

Changes to a vendor's Qualified Helper should be submitted in writing (via email) to the Market Manager prior to the helper's attendance.

Permitted Products

All items must be grown, gathered, produced, and/or processed in Wisconsin by the vendor. Ingredients and materials for all products should be sourced locally if possible. The vendor application shall detail the vendor's relationship to the goods being sold.

All processed products must be properly labeled in accordance with the State and Federal labeling laws.

Purchasing items from other vendors, businesses, or producers for direct resale at the Waunakee Farmers Market is not allowed.

Vendors may display, sell, deliver, and take orders for only those Waunakee Farmers Market approved products that they themselves produce.

Any craft and artisan items must be produced by the vendor. All craft items will be held to the same production standards as other WFM vendors.

Local franchisees, if based primarily in Dane County, will be considered for vending.

The Market Manager shall approve all products within a vendor's application. The vendor must list on their application all products they intend to sell. Vendors may not sell any products not listed in their application without prior approval from the Market Manager.

The Market Manager shall have discretion in deciding what products are consistent with the objectives, values, and long-term vision of the Market.

Stall Set Up and Clean Up

All vendors must use a tent when vending. Stalls must be set up in assigned areas between 7:00 a.m. and 7:45 a.m. on the day of Market. All vendors must be ready to sell to the public by 8:00 a.m. Sales may not start prior to 8:00 a.m.

Vendors shall park vehicles in designated vendor parking areas nearby. Vendors, except Food Trucks, are not allowed to park vehicles in the Market area during business hours. Food Trucks will park in a specialized area adjacent to the Market area . Stalls must be taken down, and all materials and refuse removed between 12:00 p.m. and 1:00 p.m after the Market closes. The Market site must be vacated by 1:00 p.m.

Vendors must notify the Market Manager in advance if they need to arrive late or leave early and receive pre-approval to do so. Vendor stalls will not exceed ten feet in width, unless a double stall is purchased.

Vendors must provide their own tents, tables, and other supplies necessary to sell their goods. A

10x10 tent and table are required to sell at WFM. Vendors must provide sufficiently sized trash receptacles to accommodate both their and their customers' trash.

All tents, canopies, and umbrellas must be tightly secured. Tents must be weighted at all times with at least 25 pounds per canopy leg.

Attendance

Seasonal vendors are expected to miss no more than three Markets during the season.

If a vendor must miss a Market for which they are approved to sell, they shall notify the Market Manager by the Monday preceding the market date. If unforeseen circumstances arise, the vendor should notify the Market Manager as soon as possible.

Stall Assignment

Full-season and partial-season vendors will have pre-assigned stall sites for the duration of the season. Tent stalls for daily vendors, as well as daily parking stalls, are assigned on a first-come, first-served basis by the Market Manager. If a vendor expects to miss, their assigned stall may be used by another vendor at the discretion of the Market Manager.

Parking

Fees include parking for one vehicle in the designated vendor parking area. Parking will be assigned by the Market Manager. Parking for vendors is in a separate area from Market and is not guaranteed if a vendor arrives late.

Licenses, Permits and Regulations

All sellers must abide by, and all products must comply with, all applicable federal, state, and local regulations governing health, packaging, labeling, taxes, scales, weights and measures, etc. Those vendors proposing to sell items which require licenses or permits must have these licenses or copies of the licenses available for inspection before these individuals will be allowed to sell such items at the Market. If you have specific questions, review this guide from UW Extension.

Signage and Labeling

Vendors must post signs clearly indicating the prices of all products offered for sale.

All Vendors using the terms "Organic" or "USDA Organic" or variations thereof must follow federal regulations, with appropriate certification on file with the Market and available at the Vendor's stall.

Insurance

Vendors are responsible for their own personal liability and product liability insurance. Vendors must provide proof of liability coverage prior to vending and are required to maintain general liability coverage limits of at least $1,000,000. Liability related to the actions of Vendors or their products is

not covered by the Market.

Potentially Hazardous Foods

"Potentially hazardous foods" are so defined by the Public Health Madison and Dane County (PHMDC): "Potentially hazardous food means any food which consists wholly or in part of milk, milk products, eggs, meat, poultry, fish, shellfish, edible crustacean or other ingredients, and which is capable of supporting rapid and progressive growth of pathogenic, infectious or toxigenic microorganisms."

It is the responsibility of the vendor to abide by Public Health Madison & Dane County (PHMDC) and Wisconsin Department of Agriculture, Trade and Consumer Protection guidelines concerning the vending of such products. If any vendor is deemed to be in violation of health codes pertaining to such products, the Market Manager will take the following measures:

- The vendor of such a product will be immediately removed from the Market for that day.
- The proper regulatory agency will be notified as soon as possible.

Tobacco and Alcohol

Both vendors and Market attendees are prohibited from smoking and/or consuming alcohol in the market area. Open containers of alcohol are not permitted.

Noise/Fumes

Loud music (i.e. that is not part of the Market entertainment), and other noises, which might interfere with the rights, comforts or convenience of other vendors, Market attendees, or neighboring property owners, is not permitted.

Vehicle engines may not be left running during Market hours.

The use of generators must be explicitly approved by the Market Manager and included in a vendor's application. Generators must be placed as far away from Market customers and other vendors as feasible.

Vendor Conduct

Vendors shall conduct themselves in a manner that is courteous and respectful to other vendors, Market Manager, and the public. It is essential that vendors act with honesty and propriety.

Vendors shall conduct themselves in a manner that preserves and enhances public confidence in their integrity and the integrity of the Market.

Behavior which is deemed threatening, abusive, or harassing will constitute a violation of Market Rules and Policies.

Vendors should immediately bring any issues they believe will have an adverse effect on the

Market to the attention of the Market Manager.

Vendors should refer all Market complaints, issues, or concerns immediately to the Market Manager. Vendors shall refrain from using the Market as a forum for political or religious activities.

Solicitation

The Market is not a forum for political or religious activities. Booth space will not be issued to persons or organizations wishing to campaign or proselytize.

No soliciting, hand-billing, circulating of petitions, protesting, or demonstrating by political, religious, commercial or other groups or individuals is permitted by vendors participating in the Market.

Animals

Pets and/or livestock of vendors, directors, or staff are not allowed on market premises.

Weather

Cancellation of the market due to weather is at the discretion of the Market Manager. Unless otherwise notified, vendors should expect that the Market will be open. If the Market is cancelled, the Market Manager will reach out by 5pm Friday, the evening before when possible.

Minors in the Market

Vendors may have minor employees as long as the vendor is not in violation of the Wisconsin Employment Of Minors Guidelines.

Bicycles, Skateboards, Etc.

For the safety of young children and Market attendees, there will be no riding of bicycles, or skating on skateboards, roller skates, scooters, or other forms of wheeled transportation within the market area (except for those requiring physical accommodations).

Audit and Inspection

Representatives of the WFM shall have the right to conduct an inspection of a vendor's production areas for any product offered at the Market. The Market reserves the right to inspect all products, farms, or production facilities to verify the vendor's compliance with the Market's product rules. An inspection may include ownership information and any other information relevant to determining product legitimacy.

The vendor will be given 48 hours notification prior to an inspection.

Enforcement

Violation of the set up/clean up or attendance policies detailed above will result in a written warning and opportunity to remedy the situation. Two warnings may result in the vendor's stall being relocated or the vendor being dismissed from the Market.

Failure to comply with any of the other above rules and policies shall be grounds for termination of market membership at the discretion of the Market Manager.

No fees shall be refunded to any vendor for any termination that occurs as result of a violation of these policies.

2026 Deadlines and Important Dates

The deadline to apply to be a full season vendor is May 13th, 2026

The Market will be held every Saturday morning between 8:00am-12:00pm beginning June 6th through October 31st, 2026

2026 Fees

Fees are charged for the management, marketing (i.e. website, signage, event and market promotion, social media campaigns), and operational expenses. Market fees are as follows:

Full season vendors	$225/22 weeks
Partial season vendors	$125/10 weeks ($15 each additional week)
Local Business Advertisement	$100/week (limit two weeks per season)
Additional stall space, if available, for full season vendors only (Double Stall space)	+$150/full season

All full-season and partial-season applications must include a **$25 deposit**. Local Business Advertisement is excluded from application deposit. (Deposit will be applied to vendor stall fee.)

For full-season vendors, full payment of $225 is due by June 1st, 2026. Double stall fees are an additional $150 per season, and must be paid up-front.

For partial-season vendors, full payment of $125 is due at the first market appearance.

For Local Business Advertisement, the $100 fee must be paid directly to the Market Manager at the market or ahead of time.

Outstanding debts must be paid by December 31st of the year in which market fees were accrued to remain in good standing. Failure to do so will result in the loss of market space.