

# Watertown Farmers' Market

## 2026 Vendor Rules and Regulations



### Market Dates, Times, and Location

- The Watertown Farmers' Market (WFM) will be held every Tuesday, May 5 through October 27, 2026, except for August 4 (closed for Riverfest).
- WFM is located in the parking lot of Riverside Park, 850 Labaree Street.
- Market hours: 7 a.m.-12:00 p.m. Set up begins at 6 a.m. Tear-down may begin **after** 12:00 p.m.

### Stalls

- Vendors may use a tent no larger than 10x10' per stall unless multiple stalls are purchased.
- There is no limit to the number of stalls vendors may rent. Additional stalls may be purchased during the season if space permits.
- Vendors' cars must fit entirely within their assigned stall (10' x16') or be moved to the parking area adjacent to the market. If parking in your assigned stall, your tent or table may encroach into the driving lane, but may not block the driving lane. Access must remain clear for emergency vehicles.
- Vendors may not park in empty stalls unless they are assigned to them and paid for.
- Vendors may not sell or display political or religious materials at the WFM.
- Vendors may listen to music or talk radio, but sound shall not carry to nearby stalls.

### Vendor Type Definitions

- **Homegrown Produce Vendors**
  - Vendors must own or rent land where the products are grown or raised. Vendors must plant, maintain, harvest, and market the produce he/she sells.
  - Vendors may not source more than **15%** of their products from another grower/seller to ensure the WFM maintains a fair and equitable market for all vendors.
  - **All produce must be locally grown and cultivated by the vendor in the state of Wisconsin.** Special dispensation may be granted by the Market Manager to this rule with at least one week's notice if crops are adversely affected by weather.
  - Vendors must display a sign notifying customers of produce not grown on the land the vendor owns or rents. (This ensures that if produce from another vendor is contaminated, the reseller has informed the consumer of where the product originated.)
  - **Products other than plants or farm produce must be made or produced locally by the vendor.**
  - **The WFM Manager reserves the right to inspect growing locations anytime.**
  - **If a vendor does not comply with the produce vendor requirements, they may be asked to leave the market and will forfeit all fees paid.**
- **Homegrown Food and Beverage Vendors**
  - Vendors selling homemade food products must follow the state of Wisconsin's "Pickle" and/or "Cottage Food" laws and the Watertown Health Department guidelines.
  - **All products must be homemade by the vendor and not commercially sourced.**

- Vendors must have a copy of a state-issued or Watertown Health Department permit at the WFM if required under the Pickle or Cottage Food laws.
- **Handmade Product Vendors**
  - All arts and crafts items must be handmade by the vendor. These vendors may not sell commercially sourced items.
- **Commercial Vendors**
  - Vendors selling non-food products **not** produced by the vendor (home-based businesses such as Avon and Tastefully Simple, for example)
  - Vendors selling 85% commercially sourced produce, not grown/raised by the vendor.

**Reservations, Payments, and Attendance:**

- All stalls will be assigned on a first-come, first-served basis (see Returning Vendors description for any exceptions).
- In-person reservations and payments are accepted **Monday-Thursday 9 a.m. - 1 p.m.**, at the Main Street Program office once your application has been approved and you have received a confirmation email.
- **Reservations and payment must be made by noon the Friday before the market. Any vendor who attends the market without prior reservations will be charged the applicable daily fee and forfeit the stall.**
- Vendors must occupy their assigned stall(s) by **7:00 a.m. and remain until 12:00 p.m.**

**Returning Vendors**

- Returning vendors who *reserved, paid for, and occupied the same stall* for a minimum of 10 market days the previous season have first right of refusal to stall spaces. This right is forfeited if the application/reservation is received after **Friday, February 27, 2026**.

**Young Entrepreneur Vendors**

- Vendors aged 9-16 who wish to sell produce, handmade goods (arts and crafts), or food.
- Youth vendors must have made and/or grown the products sold. They will follow the rules of the handmade and homegrown vendors. (Note: youth vendors may **not** commercially source their products.)
- A legal guardian must fill out the WFM application and be present during market hours.

### **Non-profit Organizations**

- A limited number of free vendor stalls are allotted to non-profit or governmental organizations each week for promotional purposes (no political or religious organizations will be accepted). Non-profit or governmental organizations may obtain free booth space up to three times per market season.
- The Market Manager will determine the placement of the free non-profit or governmental organization booth space; decisions are final.
- All information displayed and shared with the public must be pre-approved. No active solicitation of passers-by will be allowed; no products may be sold in free booths.

### **Notification of Absence:**

- It is not the market manager's responsibility to contact vendors to verify attendance. Therefore, VENDORS MUST notify the market manager if they cannot attend the market on a scheduled day. Failure to do so will result in the following penalties:
  1. If a PREPAID vendor does not occupy their reserved stall for two market days without notification, either consecutively or non-consecutively, they forfeit their first right of refusal privilege for the following year. A notice will be mailed to the vendor stating the rule violation.
  2. If a DAILY vendor is absent one time without notification, the vendor will forfeit their assigned stall for the current year. In addition, the vendor forfeits their first right of refusal privilege for the following year. A notice will be mailed to the vendor stating the rule violation.

### **Refusal of Vendors:**

- The market manager reserves the right to refuse any vendor to keep a suitable balance between growers, food vendors, crafters, and commercial vendors. This is to avoid oversaturation of any one product at the market.
- No person shall offer for sale, barter, trade, or give away live animals at the WFM.

### **Insurance/Liability:**

- It is **strongly recommended** that each vendor carry personal and product liability insurance. The Watertown Main Street Program does not carry insurance coverage for individual vendors. All vendors will be liable for damage caused by their products, equipment, etc.
- All authorized vendors participating in the Tuesday Watertown Farmers' Markets agree that they are independent operators and shall be individually liable for any loss, personal injury, death, and/or damages that may occur because of the vendor's negligence or that of its employees, agents, volunteers, and associates. All vendors agree to indemnify and hold harmless the city of Watertown, the Watertown Main Street Program, and its volunteers. Vendors also agree to hold harmless the Watertown Main Street Program from any loss, costs, damages, and other expenses, including attorney's fees, incurred because of the vendor's negligence or intentional misconduct or that of its employees, agents, and associates.

### **Vendor Conduct**

- Vendors shall conduct themselves in a manner that is courteous and friendly to all, including customers, guests, other vendors, Market staff, and public officials.
- Vendor conduct should be such that it encourages customer traffic and Market growth. Any behavior that is deemed threatening, abusive, or harassing will not be tolerated and will result in

immediate loss of stall and removal from the Market. If you observe such behavior, you must immediately notify the Market Manager and/or their designee.

- Vendors are required to dress and present themselves in a manner that demonstrates cleanliness, good hygiene, and safe food handling practices.
- Committing a criminal act at the Market and/or failure to comply with any regulating agencies may cause the vendor to be expelled from the Market. This means a termination of vending privileges. A violation of vendor conduct is subject to disciplinary procedures.

**Smoking:**

**Vendors are prohibited from smoking at their stalls and/or on the market premises.**

**No refunds or credits will be given for any reason. Paid dates are non-transferable without prior notice.**

For more information, email the Market Manager, Missy Kuckkan, at [watertownmainstreetmk@gmail.com](mailto:watertownmainstreetmk@gmail.com).