

# **Sparta, WI Farmers Market Vendor Information Packet 2025**



***The Sparta Farmers Market exists to provide a venue for vendors of locally grown food and handcrafted items as a community service to Sparta.  
We strive to promote better health through better nutrition and education.***

**Contact information:**

- Facebook page: Sparta Wisconsin Farmers Market
- Market email: [spartawisconsinfarmersmarket@gmail.com](mailto:spartawisconsinfarmersmarket@gmail.com)

# **Sparta Farmers Market Vendor Information Packet 2025**

## *Our mission statement:*

*The Sparta Wisconsin Farmers Market Association, Inc. exists to provide a venue for vendors of locally grown food and handcrafted items as a community service to Sparta. We strive to promote better health through better nutrition and education.*

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## **Sparta, WI Farmers Market Association Vendor Guidelines 2025**

The Sparta Farmers Market is located at Mueller Square on North Water Street in downtown Sparta and across the Water St. Bridge in the Creekside Market area. We have a permit with the City of Sparta and the Sparta Park Board to use these spaces at specific dates and times of the market season. While we are largely self-governed, the City of Sparta does have some input into how the Market is conducted. The liaison between the Sparta Park Board and the Market is the Sparta Wisconsin Farmers Market Association Board of Directors.

## **2025 Market Dates & Times**

**The Market will operate every Saturday, May 10 to October 11, 2025**

**Saturday market times are 8 AM to 1 PM**

## **We are a Producer Market**

All produce, baked goods, arts, and crafts displayed for sale must be produced locally by the vendor(s). We accept vendors from Monroe County and the contiguous counties:

Jackson, Juneau, La Crosse, and Vernon.

Resale will not be allowed. Potential craft vendors will submit a description and several photos of their product to the Market Board for approval.

# Set-Up Guidelines

1. The Market Board will assign spaces for the vendors based on Market layout, seniority, commitment, and vendor needs and market participation.
2. Vendors with Market houses must treat the buildings with care and leave them clean and vacated of belongings at the end of the day.
3. At Mueller Square you can unload from 2 locations: A.) The parking lot behind the buildings north of the market area, accessible from Franklin Street. B.) Water Street in front of the Market entrance. - vehicles must be moved after unloading and should not be parked on Water St.
4. In the Creekside Market Area, vendors can briefly park in front of the houses to unload but need to leave the area and park in the Market Square parking lot.
5. Vendors must not make any early sales. Start time will be signaled and/or recognized by a timekeeper (use a cell phone for accuracy). Signage will be displayed stating no early sales.
6. ★ ***All spaces not occupied by 7:30 am (Saturday) will become available for other vendors.***
7. ***Vendors need to communicate their absences to their respective Market Coordinator as soon as possible so spaces and houses can be filled. If a vendor is running late, they must call or text their Market Coordinator to notify them.***

## **Market Coordinators:**

★ ***Mueller Square: Curt Wells 608-386-3910***

★ ***Creekside & Water St. Bridge: Cheryl Nelson 715-577-5634***

8. Daily market vendors must submit payment to the Market Coordinator in an envelope labeled with your name, date, amount of payment, and the number of payments made up to and including current submitted payment. This method will help to ensure your payments are recorded correctly.

Daily Vendor Payment Envelope Label example:

**Name:**

**Date:**

**Payment Amount:**

**Payment #:**

# Market Responsibilities for Vendors

1. No smoking in market areas.
2. Vendors are expected to conduct themselves in a courteous manner to other vendors, the Market Coordinator, and customers. Threatening, abusive, or harassing behavior will result in dismissal from the market and loss of membership. No refund of dues or fees.
3. Vendors are responsible for the behavior of their children, if brought to the market. Disruptive behavior won't be allowed, and they will be asked to leave.
4. No political or religious solicitation is allowed by Vendors or customers. There will be no soliciting, petition signatures, or sign-ups in the market area or at the entrances to either market.
5. Local Non-profit organizations with approval from the Board may be allowed to sell raffle tickets for their cause up to 2 times per season and will set up where assigned if there is room within the market areas.
6. The Sparta Farmers Market Association is not responsible for any lost, stolen, or damaged possessions of Market Vendors during or between Market days and hours.
7. Emergency: If storm sirens are sounded, Vendors should close shop immediately and seek safe shelter.
8. Vendors are responsible for their own product liability and insurance.
9. Vendors providing food samples need to follow safe and hygienic food handling procedures.
  - Samples must be stored in rigid, covered containers until serving, held and dispensed under sanitary conditions.
  - All vendors giving free samples must provide a waste container in a prominent place for use by the public
10. Photos will be taken during the market to be used for marketing purposes.
11. Vendors using canopies must secure each leg with at least 20 lbs. of wt. Any canopy not secured by weights or stakes must be removed.

## Vouchers and Licensing

1. Any vendor who accepts WIC and Senior Nutrition Vouchers must display the sign that lists their vendor number. You must be a registered Farmers Market vendor with the Monroe Co. Health Department to receive WIC and Senior Nutrition Vouchers. Do not accept vouchers and then expect other vendors to cash them for you. This is a violation. Call 608.269.8695 for information concerning registration for vouchers.
2. Vendors wishing to sell meat, poultry, eggs, processed foods, or baked goods are responsible for complying with all federal, state, and local statutes and obtaining any necessary licenses and must be able to provide evidence of such. Please reference the documents from <https://datcp.wi.gov> for requirements for the “Cookie Bill”, “Pickle Bill”, as well as various requirements for selling eggs, meat, and dairy. Copies of pertinent licenses must be attached to your vendor application, including all organic certifications. The Sparta Wisc. Farmers Market Assn. is not liable for any legal action or fines that a vendor may incur because of noncompliance.

## Important 2025 Dates

- Butterfest – June 6 – 9
- National Farmers Market Week - August 4 - 10
- Fall Festival – October 11

Vendor Notes:

***The Sparta, WI Farmers Market area has  
limited vending space:***

The Sparta Farmers Market Association Board will assign vendor placement using several factors as considerations that align with our goals as a market, including but not limited to: *Dependability* = consistency in attendance and communication of absences; *Longevity* = number of years with the market; *quality of product*; *full time or part time vendor*; *type of product and how it fits into the current mix of market products*. Some vendors may be placed on a wait list if space is not available. If a vendor is initially placed on the wait list and space becomes available at any time during the season the vendor may be contacted and offered a site.

Applications submitted after the initial season's enrollment will be reviewed by the Board at the next scheduled Board meeting. The Board will meet the first Saturday of each month. Non-produce vendors must include a description and photos of the intended product. If approval is given for the submitted application, immediate placement is not guaranteed. Available vending sites will factor into a start date.

# Sparta Farmers Market

## 2025 Vendor Agreement

By signing your name and paying your yearly or daily fee, you agree to comply with the Sparta Farmers Market Guidelines and Responsibilities as stated in this packet. A failure to adhere to these guidelines and responsibilities will result in a documented verbal reminder. If the issue arises again, a first and final written warning will be issued, and the Sparta Farmers Market Association Board and Market Coordinators have the right to ask you to leave the Market premises for not complying.

Name(s) \_\_\_\_\_

Business Name (opt.) \_\_\_\_\_

Address \_\_\_\_\_

City & Zip \_\_\_\_\_

Phone(s) \_\_\_\_\_

Email \_\_\_\_\_

Main products you will be selling in 2025 \_\_\_\_\_

\_\_\_\_\_

## Membership Dues

*Youth Membership Dues - 18 and under are ½ amount.*

\_\_\_\_\_ Full-time vendor .....\$60/yr.

(annual voting member following year)

\$80/yr. with hut

\_\_\_\_\_ Daily vendor..... \$10/day (must pay before set-up)

When a vendor has paid daily fees totaling \$60, they are considered a full-time voting member.

**\*\*Vendor Placement  
will be made by Board  
approval &  
availability of space.**

Signature \_\_\_\_\_ Date \_\_\_\_\_

**\*\* No payment will be made until the vendor is notified of approval by the Sparta Farmers Market Board**

**❑!! See Next Page. The Vendor Information must be submitted along with the Vendor Agreement Form.**

As an event operator in Wisconsin, the Sparta Wisconsin Farmers Market is required to submit a Wisconsin Temporary Event Report. The information below is used only for that purpose.

If you have questions about this requirement, please refer to the Wisconsin Dept. of Revenue website ( [www.revenue.wi.gov](http://www.revenue.wi.gov) ) and search “Temporary Events”.

### **Vendor Information**

If the vendor does not have a Wisconsin seller permit number and claims their sales are tax exempt, enter the exemption code number provided by the vendor.

#### **Exemption Codes**

1 – Exempt sales only or display only  
tax

2 – Multi-level marketing company pays sales

3 – Nonprofit occasional sales exemption

4 – Exempt occasional sales

<b>Wisconsin Seller's Permit Number:</b> (15 digits starting with 456)	456 -
<b>SSN (last 4 digits) :</b>	
<b>FEIN (last 4 digits):</b>	
<b>Exemption Code:</b>	
<b>Legal Business Name:</b> (If not sole proprietor)	
<b>Doing Business AS (DBA):</b> (if applicable)	
<b>Vendor Contact:</b> First and Last Name	
<b>Vendor Phone Number:</b>	
<b>Vendor Email Address:</b>	
<b>Mailing Address (Street):</b>	
<b>City &amp; State&amp; Zip Code:</b>	