

East Troy Farmers Market

Information & Vendor Application

Where: Honey Creek Collective - N8030 Townline Rd. East Troy, WI 53120

When: Fridays 3-6pm, June 6th through October 3rd (no markets 7/4 and 8/29)

East Troy Farmers Market strives to connect our community with a diverse array of locally grown produce, handcrafted goods, and other products from small-scale, independent vendors. We are committed to promoting sustainable agriculture and supporting local businesses, and our vendors take pride in offering fresh, high-quality goods that are grown or produced right here in the surrounding area.

Thank you for considering joining us at the Honey Creek Collective for the East Troy Farmers Market. Please review the following details.

Eligible sale items: Only vendors selling locally grown produce, and handmade products are allowed to participate in the market.

Prohibited Vendors or products: Produce not grown in Wisconsin, live animals, rummage type items, multi-level marketing, network marketing and pyramid scheme groups, political groups, political merchandise or signage, and any other business or group that does not adhere to our community commitment to integrity, respectfulness, sustainability and positivity.

Set up guidelines: Vendors can begin setting up as early as 2:00 pm. Vendors must arrive at least 30 minutes prior (2:30pm) to the market opening. Each vendor is assigned a 10 x 10 vendor space. Please unload and park vehicles in the designated back parking area (gravel lot or field). Parking lot where the market is held will be closed off to traffic 10 minutes prior (2:50pm) to market opening to ensure guest safety. We ask that vendors are set up and ready to sell by market opening (3:00pm).

General market rules:

- All vendors must have necessary licenses and permits to sell their products.
- A Certificate of Liability Insurance and a valid Seller's Permit is required.
- Vendors must supply their own tables, tents, chairs and displays
- Smoking is not allowed on the market premises
- Prices must displayed clearly on products for sale
- Vendors cannot bring pets, except for service animals
- Behavior that could endanger the safety of vendors or customers are strictly prohibited.
- After the completion of the market, vendors are responsible for all clean up of their spot.
- All Federal, State and Local laws must be adhered to
- Food vendors must adhere to Walworth County Health Department guidelines.
- No power is supplied to vendors at the market
- Tents must be secured with weights or stakes to ensure guest safety
- Vendors are asked to avoid late arrivals and early departures

Vendor application approval: Vendor approval is based on the following criteria

- Previously approved vendors from prior seasons
- Seasonal application over daily application
- Variety of products available in order to avoid too many duplicate products
- Date of application received
- There is no guarantee of vendor type exclusivity
- There are only 18 vendor spaces available for the 2025 season

Vendor Space Fee:

- Daily Vendor Space: \$20
- Seasonal Vendor Space (16 dates): \$200 (\$50 refund when you attend 13 markets)
- Check made payable to Honey Creek Farms LLC, to be paid prior to market opening
- If mailing your application, please mail to: East Troy Farmers Market, PO BOX 137 East Troy, WI 53120

Attendance / Weather: Please make every effort to attend the market days that you have requested. Please inform East Troy Farmers Market personnel before 10am the day of the market if there is a change in your attendance plan. Market is scheduled “rain or shine”. If there is an imminent and dangerous weather situation, we will do our best to inform all vendors, via email, of a cancellation before 1pm the day of the market.

Marketing & Promotion: From time to time. East Troy Farmers Market will promote the event across traditional media, website and social media. East Troy Farmers Markets reserves the right to share photos from events across these platforms. If you would like to be excluded from your likeness being shown in efforts to promote the market, just let us know.

Non Discrimination Policy: Our organization is committed to providing an inclusive and welcoming environment for all members, volunteers, employees, and partners. We do not discriminate on the basis of race, color, religion, gender, gender expression, age, national origin, disability, marital status, sexual orientation, or military status in any of our activities or operations. We believe that diversity and inclusion are essential to creating a strong and vibrant community, and we strive to create a culture that respects and values individuals from all backgrounds. We are dedicated to promoting equal opportunity and fair treatment for all individuals in our organization and beyond.

We're looking forward to an excellent 2025 market season. We can't wait to see you!

Contact Information:

East Troy Farmers Market
PO BOX 137
East Troy, WI 53120

easttroyfarmersmarket@gmail.com

Market Manager - Amanda Neu - 414-588-6186

Jason Neu - 414-732-6238

Jodi Neu 414-588-1617

East Troy Farmers Market Vendor Application 2025 Season

Honey Creek Collective - N8030 Townline Rd. East Troy, WI 53120
Fridays 3-6pm, June 6th through October 3rd

Vendor Name:			
Vendor Contact:		Phone:	
Vendor email:			
Address:			
City:		Zip:	
Website:			

Please list items that you are planning on selling:

Daily Vendor Space \$20

Please circle dates that you are planning on ATTENDING:

6/6 6/13 6/20 6/27 ~~7/4~~ 7/11 7/18 7/25 8/1

8/8 8/15 8/22 ~~8/29~~ 9/5 9/12 9/19 9/26 10/3

****REMINDER** NO markets 7/4 and 8/29**

Seasonal Vendor Space, 16 markets \$200 (\$50 refund when you attend 13 markets)

Please circle dates that you are planning on being ABSENT:

6/6 6/13 6/20 6/27 ~~7/4~~ 7/11 7/18 7/25 8/1

8/8 8/15 8/22 ~~8/29~~ 9/5 9/12 9/19 9/26 10/3

I have read and agreed to the terms of the East Troy Farmers Market Information.

Signature:		Date :	
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REMINDER: Vendor Application, Seller's Permit and Certificate of Liability Insurance are due before applications are approved. Please send to easttroyfarmersmarket@gmail.com