



13825 W. National Avenue, Suite 109A
New Berlin, Wisconsin 53151
Phone: (262) 786-5280
E-mail: office@newberlinchamber.org

New Berlin Chamber of Commerce and Visitors' Bureau

2026 Farmers' Market Season
May 2, 2026 to October 31, 2026
Saturdays 8am- 12pm

Full season: Designed for those vendors who wish to be present for the entire market season.

1- \$225.00, 2 - \$405.00, 3- \$565.00, 4- \$705.00

Pricing under the structure are as follows:

1- \$250.00, 2 - \$450.00, 3- \$685.00, 4- \$865.00

Daily Rental: For those vendors who wish to promote their business occasionally, they may rent a space on individual dates for \$25 per date, paid in advance. "On a limited basis by request only subject to market manager approval"

- To reserve your full season booth space we will be collecting, with your signed contract, a non-refundable deposit that will be applied to the cost of your booth(s) space for 2026 on or before October 25, 2025. The deposit is \$50 for a single booth and \$100 for those who have two or more booths at the market. The balance of your booth space will be due by March 15, 2026.
- New vendor Applications and Payments are due on or before March 15, 2026, to the New Berlin Chamber of Commerce Office.
- Drop-in Stall requests will need a signed application along with 3 requested date options emailed to office@newberlinchamber.org



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2026 Farmers' Market Application

Please print legibly:

Renter's Name: _____

Business Name (if applicable): _____

Business Address: _____

City/State: _____ Zip: _____

Daytime Phone: () _____ Evening Phone: () _____

Email: _____ Website: _____

Items you will sell: _____

Seasonal Option: _____

Number of spaces to rent: _____ Amount Due: _____

State of WI Seller's Permit # - *If Applicable* (15 digits beginning with 456) 456 _____

If you don't have State of WI Seller's Permit # please provide Exemption Code (1-4) _____

- 1 – Exempt sales display only 2-Multi-level marketing company pays sales tax
- 3-Nonprofit occasional sales exemption 4-Exempt occasional sales (make less than \$2000 annually)

Proof of Liability Insurance: Please send a copy of the 1st page of your liability insurance policy, if you have one, along with this application, or a signed copy of release of liability form.

Request the same stall location as last year? (Circle one): **Yes** **No**

The renter of a market stall(s) holds harmless the New Berlin Chamber of Commerce and Visitors' Bureau, JOBEC, LLC and the City of New Berlin from and against all causes of action, claims, demands, suits, liability, or expenses by reason of loss or damage to any property or bodily injury to any person, including death, as a direct or indirect result of use of any rented or occupied market space or in connection with any action or omission of the renter who shall defend the above (New Berlin Chamber of Commerce and Visitors' Bureau and the City of New Berlin) in any such cause or claim.

I have read and will follow the Rules and Regulations of the New Berlin Farmers' Market. I also agree to inform the Farmers' Market Committee of any and all violations of the Rules and Regulations for ethical maintenance of the Farmer's' Market.

Signature: _____

Date: _____



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SELLER'S STATEMENT OF RESPONSIBILITY

I, _____ have read and understand the Policies and Procedures as described for the New Berlin Chamber of Commerce and Visitors Bureau Farmers Market and hereby agree to abide by them. Further, I agree to sell only those items as listed in the Policies and Procedures. I further acknowledge full responsibility for all my activities (and those individuals assisting me) in the Saturday Market throughout the term of this agreement for 2026.

I understand that violations of these Policies and Procedures may result in my being barred from this market for the remainder of the season. I also understand that the New Berlin Chamber of Commerce and Visitors Bureau, JOBEC, LLC and the City of New Berlin does not carry any insurance policies to cover individual participants and that I am hereby strongly advised to carry my own personal liability and product liability policies. The New Berlin Chamber of Commerce and Visitors Bureau reserves the right to modify the policies as needed at any time. I agree to indemnify and hold the New Berlin Chamber of Commerce and Visitors Bureau, JOBEC, LLC and the City of New Berlin harmless from any and all claims and liabilities.

Seller signature: _____ Date: _____

New Berlin Chamber of Commerce and Visitors Bureau representative signature:

_____ Date: _____

PLEASE SIGN THIS AND RETURN WITH YOUR APPLICATION TO:

New Berlin Chamber of Commerce & Visitors Bureau
New Berlin Farmers' Market
13825 W. National Avenue Suite 109A
New Berlin, WI 53151



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RULES AND REGULATIONS
NEW BERLIN FARMERS' MARKET
15055 W National Avenue

1. Stalls will only be rented to bonafide growers or producers of the products, which are sold. To qualify as a producer, you must own or rent land on which your products are grown or made. You must plant, maintain, harvest, and market any and all of the produce or products you sell at the New Berlin Farmers' Market. All products must be of the highest quality to sell at the market. Persons selling must be family members or paid employees. No brokers, agents, or commissioned sellers may sell produce or products at the markets. Violation of these rules could result in suspension of your permit for up to one year. Stall renters shall make available for inspection those lands or areas on which produce, or products sold at the market are raised or produced.
2. Participants must furnish their own tents, tables, chairs, and display arrangements. All equipment and products must fit into the assigned space(s). All items (including tents) must be secured with weights to assure safety of our shoppers and vendors alike.
3. Prices of all items must be clearly marked and in full view of the customers.
4. The 2026 New Berlin Farmers Market will be located at 15055 W National Ave. The stalls shall be 24 feet deep and 10 feet in width. Cost of stalls are \$225.00 for one stall, \$405.00 for two stalls, \$565.00 for three stalls or \$705.00 for four stalls for the 2025 season. Stall rental agreements and deposits are due by October 25, 2025 and the remaining payment balance is due by March 15, 2026.
5. The market season will be every Saturday from 8 am to 12 pm beginning May 2, 2026 and will run to October 31, 2026. No products are to be sold before 8 am, or after 1 pm. Vendors may enter to unload starting at 6:30 am and must be set up by 8:00 am. All areas must be clean and swept before leaving. Unsold products must be removed from the site.
6. Renter of stalls shall occupy the stall or stands, which they have rented. Rented stalls are not transferable. Use of an unoccupied stall for storage or display requires the approval of the New Berlin Chamber of Commerce Board.
7. Renewals are contingent upon a completed rental agreement and deposits due by October 25, 2026 and the remaining payment balance is due by March 15, 2026. Otherwise, stalls will be rented on a first-come basis.
8. Proof of liability insurance, if you have it, or signed release must be on file at the New Berlin Chamber of Commerce & Visitors Bureau's office.
9. Vendor dogs or other pets are not permitted on market premises unless they are service animals.
10. The market allows the sale of bakery, bread, cheese, sandwiches, ice cream or other food products produced in Wisconsin, if sold under proper Health Department licensing.
11. The market allows the sale of crafts. Only crafts made and sold by Wisconsin crafters will be allowed.
12. The growers may only sell fruit and vegetables that are in season in Wisconsin and grown by the vendor in Wisconsin only. Other agricultural products such as meat, cheese or eggs must be raised or made in Wisconsin using Wisconsin grown or harvested products.
13. The renter of a market stall holds harmless the New Berlin Chamber of Commerce and Visitors' Bureau, JOBEC, LLC and the City of New Berlin from and against all causes action, claims demands, suits, liability, or expense by reason of loss or damage to any property or bodily injury to any person, including death, as a direct or indirect result of use of any rented or occupied market space or in connection with any action or omission of the renter who shall defend the above (New Berlin Chamber of Commerce and Visitors Bureau, JOBEC, LLC and the City of New Berlin) in any such cause of action or claim.
14. Vendors and their employees shall conduct themselves in a pleasant and courteous manner to other vendors, customers, and Farmers Market management. Vendors must cooperate with Farmers Market Management and the representatives of the City of New Berlin following all rules of operation.
15. All Federal, State and Local laws must be adhered to, including Health Department Regulations. Food vendors must follow Health Department Regulations. Sellers of potentially hazardous foods must contact the Division of Health for approval and possible licensing requirements prior to selling such foods. (Documents must be made available to the New Berlin Chamber of Commerce representatives. The Division of Health reserves the right to restrict the sales of particular types of food products. Processed foods must originate from a certified-licensed Wisconsin establishment.



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Potentially hazardous food means any food that requires temperature control because it is of a form capable of supporting the rapid and progressive growth of infectious or toxigenic microorganisms.

16. The trade of live animals is not permitted.
17. Smoking on the market grounds is not allowed during the hours of market operation.
18. Packing of product and leaving before the market closes is not permitted except in the case of poor or hazardous weather conditions or family emergency after contacting the market manager by phone or by market manager permission only.
19. Failure to respond to any problem or breaking of any of the rules and regulations will result in the termination of the vendor at the market without the issuance of any refund.
20. Please notify the New Berlin Chamber of Commerce office if you are not planning on attending any week of the market season by the end of business of the Thursday proceeding the market day. This policy does not apply to emergency absences. Please notify the Chamber Office on Monday following an emergency absence.
21. To maintain a consistently staffed market and meet the expectations of our customers it is expected that you keep your commitment to sell your products every week during the market season unless you have no product to sell. In such case you will need to inform the market managers of your expected start date. In the event that you will miss a market Saturday or have an emergency please see the notification instructions in item 20 above on how to report your absence.

Vendor's Signature: _____

Date: _____

WIC Option

New Berlin's Farmers' Market has been accepted into the Wisconsin Woman, Infant and Children (WIC) Farmers' Market Nutrition Program. WIC families receive vouchers, that vendors turn in for cash, to purchase fresh fruit, vegetables, and herbs at selected sites. A Waukesha County WIC Coordinator may contact you during one of the first markets to ask if you would like to participate. It is easy. Reimbursement is guaranteed when you redeem your drafts according to the guidelines- The New Berlin Chamber of Commerce encourages all of our vendors be part of this program. It helps our market and the families who receive WIC.