WILD & WAYWARD

FARMERS MARKET



A Little Wild. A Little Wayward. A Whole Lot Local.

2027

COMMUNITY FEATURE GUIDE

INAUGURAL SEASON • MID-MISSOURI

Bring Something Useful to Market Morning

Wild & Wayward is more than a place to shop. We want market mornings to create opportunities for neighbors to discover local resources, meet the people doing good work in our community, learn something new, and make connections they may not have found otherwise.

Community Features give local nonprofits, agricultural groups, educators, community organizations, and other mission-aligned groups a place to share useful resources, information, and experiences with W&W; visitors.

Could This Be You?

A Community Feature might include a nonprofit sharing its work and resources; an agricultural or conservation organization connecting with local families; a 4-H, FFA, gardening, or pollinator group; a community-service organization helping visitors discover what's available locally; an approved animal-focused feature; or another mission-aligned group with something genuinely useful to share.

What Makes a Good Fit?

The best Community Features add something useful to the market experience. They may connect to agriculture, food, making, education, families, local resources, or community life.

We especially love features that give visitors a reason to stop, ask a question, learn something, or discover a resource they didn't know was available.

Community Features should be appropriate for a family-friendly market environment, safe for the site, and focused primarily on community connection rather than unrelated commercial promotion.

Sharing Something Isn't the Same as Selling Something
Community Features are separate from W&W; vendor participation. Being approved for a Community Feature does not make an organization or participant an approved market vendor.

If you'd like to sell products at Wild & Wayward, you'll need to follow the applicable vendor application, approval, and market requirements.

How Community Features Work

Have something useful to bring to a Wild & Wayward market morning? Start by telling us what you have in mind. We'll review each Community Feature individually to make sure it's a good fit for the market, the site, and the season.

01

Tell Us What You're Thinking

Submit a Community Feature Inquiry and tell us a little about your organization, what you'd like to bring to the market, and what visitors can expect.

02

We'll Take a Look

W&W; will review the idea for fit with the market, available space, visitor experience, safety, and the 2027 calendar.

03

We'll Work Out the Details

If it looks like a good fit, we'll talk through the date, timing, space, setup needs, and any activity-specific requirements before anything is confirmed.

04

We'll Make It Official

Once the details are settled, W&W; will provide written confirmation with the information and expectations you'll need for your market day.

05

Come Be Part of Market Morning

Bring your feature, meet the community, share what you do, and help make that Saturday a little more useful and interesting.

A Few Important Things

Community Features are reviewed individually. Submitting an inquiry doesn't guarantee acceptance or a particular market date. W&W; considers the idea, market calendar, available space, site limitations, and overall fit before confirming a Community Feature.

Some features need a little more planning. Depending on the activity, participants may be asked to provide applicable insurance documentation or meet additional safety, site, or legal requirements before confirmation. Animal-based features require advance approval and may be subject to additional site, safety, sanitation, animal-welfare, insurance, or other applicable requirements.

Market plans can change. Community Features may be adjusted, rescheduled, or canceled when weather, site conditions, market operations, safety, or other circumstances require it. If a market is canceled, associated Community Features are canceled unless W&W; communicates otherwise.

Keep the feature focused on what was approved. Additional sales, fundraising, solicitation, promotional activities, or significant changes to the planned feature should be discussed with W&W; in advance.

Looking to Teach or Demonstrate Something?

If your idea is primarily a class, demonstration, workshop, performance, or hands-on learning experience, our Programming & Demonstration pathway may be the better fit.

Have Something to Share?

We'd love to hear what you're thinking. Tell us a little about your organization and what you'd like to bring to Wild & Wayward, and we'll take it from there.

START A COMMUNITY FEATURE INQUIRY

Questions before you inquire? **partners@wildandwaywardmarket.com**