

2027 VENDOR HANDBOOK

APRIL 24 - OCTOBER 30 • SATURDAYS 10 AM - 2 PM

Mid-Missouri • Final 2027 location to be announced

Clear expectations. Good communication. A market worth showing up for.

SECTION 01

Welcome + 2027 Market Basics

Wild & Wayward Farmers Market connects Missouri growers, producers, makers, and neighbors through a welcoming community market centered on local agriculture, good food, honest craftsmanship, and the people behind it all.

We are first and foremost a farmers market. Agriculture and locally produced food are our foundation, complemented by thoughtfully selected makers, food businesses, youth vendors, community partners, and programming.

WHAT MATTERS HERE

Local First. Quality Over Quantity. Community Over Competition. Vendor Success Matters. Reliability Matters.

This handbook explains what you can expect from Wild & Wayward and what we ask from participating vendors. Our goal is simple: everyone should know what to expect before the first market day.

We're glad you're here.
Bryanna Shapley, Market Director

2027 at a Glance

Market basics	2027
Regular season	April 24 - October 30
Regular market day	Saturday
Customer hours	10:00 AM - 2:00 PM
Regular markets	28
Location	Mid-Missouri - final location to be announced
Standard booth	Approx. 10x10
Full-season attendance	Minimum 22 of 28 markets

Application Calendar

Milestone	Date
Applications open	January 4, 2027
Priority deadline	February 15, 2027
Priority decisions	On or before March 1, 2027

Wild & Wayward intends to operate every scheduled Saturday unless unsafe weather, an emergency, or circumstances beyond the market's reasonable control require a change. Occasional Friday evening markets or special events may be scheduled separately.

SECTION 02

Vendor Eligibility + Agricultural Sourcing

For Wild & Wayward, local means grown, raised, produced, prepared, or substantially created in Missouri. There is no strict mileage radius.

Who We Welcome

- Agricultural producers
- Prepared-food producers
- Ready-to-eat and mobile food vendors
- Artisans and makers
- Young & Wayward youth vendors
- Approved community/programming partners

Generally Not Part of the Regular Market

- MLM/direct-sales businesses
- Commercial wholesale resale
- Liquidation/flea-market merchandise
- General boutique resale
- Mass-produced goods presented as handmade
- Unapproved booth sharing or subleasing

Vintage and antique vendors may occasionally be invited for themed events but are not part of the regular weekly vendor mix.

Agricultural Sourcing

Agricultural vendors are not required to personally grow every product they sell. Approved agricultural resale is permitted when products are sourced from Missouri farms, growers, orchards, or produce auctions and sourcing is honestly disclosed.

Vendors may not represent sourced products as having been grown or raised by their own farm. Wild & Wayward may limit resale when necessary to support direct producers, prevent excessive duplication, or maintain market balance. Whenever reasonably possible, direct growers and producers will make up the majority of agricultural offerings.

TRANSPARENCY IS THE STANDARD

Wild & Wayward does not offer product exclusivity. Some overlap is healthy and gives customers variety, but excessive duplication may be limited when it would weaken the overall vendor mix.

SECTION 03

Applications, Acceptance + Attendance

Applications received by February 15 are reviewed together during the Priority Application Period. Applications are not first come, first served. Selection considers market fit, product quality, agricultural/local-food contribution, market need, duplication, sourcing, reliability, compliance requirements, available space, and overall market balance.

Applicants may be offered Full Season, Recurring, Seasonal, or Occasional/Guest participation; an alternate participation plan; waitlist status; follow-up; or no participation for the current season. Returning vendors reapply annually.

Status	Meaning
Accepted	You have received an offer.
Confirmed	You completed the acceptance requirements that apply to your participation type.

Market Ready	All genuinely required vendor-specific requirements are complete or marked N/A.

Full-Season vendors generally have 14 calendar days from acceptance to sign the Vendor Agreement and pay the $50 reservation deposit. Other participation types complete the agreement, schedule-confirmation, and payment requirements stated in their offer.

Participation Types

Type	Expectation
Full Season	Minimum 22 of 28 regular Saturdays
Recurring	Predetermined repeating schedule
Seasonal	Approved portion of the season
Occasional / Guest	Individually approved dates
Young & Wayward	Flexible participation, capacity permitting

Full-Season vendors may take up to six planned absences. Whenever reasonably possible, provide at least seven days' notice. Illness, family emergencies, vehicle trouble, dangerous travel conditions, and similar unexpected situations are handled separately; notify market leadership as soon as reasonably possible.

If you miss three or more consecutive markets, communicate with leadership so we can determine whether your participation schedule still fits.

Weekly Confirmation

When	What happens
Monday	Vendor Update email + Winnie attendance form
Tuesday by 6 PM	Scheduled vendors confirm attendance
Wednesday	One reminder may be sent to nonresponders

Weekly status is recorded as Confirmed, Not Attending, or No Response. Only vendors who have actually confirmed are included in the public 'This Saturday at W&W' lineup until confirmation is received. Weekly confirmation does not replace the approved schedule or the seven-day notice expectation for planned absences.

Market-day attendance is recorded separately as Arrived, Canceled With Notice, Late Cancellation, No-Show, or Other/Notes. An initial no-call/no-show will generally result in a warning; repeated no-call/no-shows may affect placement, participation type, suspension, or continued participation.

OUR ATTENDANCE PHILOSOPHY

We want you here. We do not own your Saturdays. Communicate early and choose a schedule that fits your life.

SECTION 04

Fees, Payments + Refunds

NO SURPRISES

There is no application fee, and Wild & Wayward does not take a percentage of vendor sales.

Space / Program	Full Season	Recurring	Occasional
Standard 10x10	$200	$12/date	$15/date
Expanded 10x20	$325	$18/date	$25/date
Young & Wayward	$0	$0	$0

Expanded spaces require approval. Approved community guests and approved programming partners are also $0.

Full-Season Payment Schedule

Space	Reservation	Remaining balance
Standard 10x10	$50 within 14 days	$150 by Apr. 1 OR $75 Apr. 1 + $75 Jun. 1
Expanded 10x20	$50 within 14 days	$275 by Apr. 1 OR $125 Apr. 1 + $150 Jun. 1

Recurring vendors pay approved dates monthly in advance by the first day of the applicable month unless another written arrangement is approved. Occasional/Guest payment is due when an approved date is reserved; the date is not confirmed until required payment is received.

Refunds + Cancellations

The $50 reservation deposit is refundable within 14 calendar days of payment and generally nonrefundable afterward. A Full-Season vendor withdrawing more than 30 days before Opening Day may generally receive a refund of payments beyond the deposit. Within 30 days of Opening Day or after the season begins, Full-Season fees are generally nonrefundable; individual missed markets are not prorated.

Recurring/Seasonal/Occasional vendors cancelling at least seven days in advance will generally receive a refund, credit, or no charge as applicable. Later cancellations are generally nonrefundable/due. Genuine emergencies may be considered at the Market Director's discretion. If W&W cancels a market, recurring/occasional vendors may receive a credit to another available date; Full-Season fees are not individually prorated.

SECTION 05

Market Day

Checkpoint	Time / Rule
Vendor arrival + setup	8:30 - 9:30 AM
Fully set up	By 9:30 AM
Sales begin	After the official opening bell at 10:00 AM
Customer hours	10:00 AM - 2:00 PM
Normal teardown	After 2:00 PM

THE BELL MEANS OPEN

Sales may not begin before the official opening bell is rung at 10:00 AM.

A standard booth is approximately 10x10 feet. Expanded spaces, trailers, food trucks, agricultural trucks, and specialty setups require prior approval. Booths are assigned by market leadership; consistent placement will be attempted when practical but is not guaranteed.

Vendors provide their own canopy, tables, chairs, displays, signage, canopy weights, payment equipment, required sanitation equipment, temperature-control equipment, and other supplies necessary to operate safely.

Canopies must be properly weighted and safely secured whenever erected. Weighting must be appropriate for the canopy, site, and conditions and comply with applicable property, insurer, or market safety requirements. Wild & Wayward may require additional weighting or removal of a canopy when conditions make its use unsafe.

Commercial vendors must display a visible business or farm name. Unapproved booth sharing or subleasing is prohibited.

Vendors should remain set up until 2:00 PM unless otherwise approved. Leave your space at least as clean as you found it. Vehicles move at walking speed during setup/teardown. Most vendors unload and move to designated parking. Routine vehicle movement through the active customer market is prohibited.

Utilities + Equipment

Vendors are responsible for the utilities and equipment their operation requires. Generators require prior approval; quiet/inverter generators are strongly preferred and must be positioned and operated safely.

Vendors requiring handwashing, sanitation, or food-preparation water must provide their own compliant supply and setup. Wild & Wayward plans to provide complimentary bottled drinking water for vendors and booth helpers when feasible.

SECTION 06

Compliance, Insurance + Market Ready

Each vendor is responsible for complying with the laws and requirements applicable to their business and products, including permits, licenses, inspections, labeling, taxes, food safety, agricultural rules, certifications, and insurance. Market acceptance is not regulatory approval.

Vendors must maintain any insurance required for their approved products, activities, setup, or participation. When liability insurance or proof of coverage is required, Wild & Wayward will provide the applicable coverage and documentation requirements during onboarding. Required insurance documentation must be accepted before the vendor is considered Market Ready.

Any required coverage must remain current throughout approved participation. Vendors must notify W&W if required coverage lapses, changes, or is cancelled. Coverage requirements may vary based on vendor activity, insurer requirements, property requirements, or other applicable risk factors.

Market Ready Checklist

Requirement	Needed
Confirmed status	Complete
Required permits / licenses / documents	Complete or N/A
Required insurance documentation	Acceptable, when applicable
Approved products + setup	Clear
Other legal / insurer / property / safety requirements	Complete or N/A
Optional marketing / profile information	Does not block Market Ready

BEFORE YOU VEND

A vendor who is not Market Ready may not participate until the missing requirement is resolved.

SECTION 07

Food Access + Young & Wayward

SNAP/EBT + Nutrition Incentives

Wild & Wayward intends to pursue SNAP/EBT authorization and approved nutrition-incentive participation such as Double Up Food Bucks. Programs are not active until final approval is received.

If approved, participating vendors will receive separate training on eligible products, market currency, signage, redemption, reimbursement, and recordkeeping. Program-specific rules take priority for those transactions. Other food-access programs will be communicated only if they become available and applicable to the 2027 market.

Young & Wayward

YOUTH VENDOR FEE

$0 for 2027. Young & Wayward is open to vendors age 17 and under.

Products must meaningfully involve the youth through growing, raising, harvesting, designing, crafting, building, sewing, preparing when legally allowed, or otherwise substantially creating the product. Adult teaching and assistance are welcome, but the program may not be used to sell an adult business's products while avoiding vendor fees.

Young & Wayward vendors are generally provided approximately a 5x10 space unless another setup is approved. The youth/family is responsible for providing the table, display, seating, canopy or shade, and other equipment needed for the approved setup.

Supervision

Parent/legal guardian approval is required. Youth age 12 and under must have a parent/guardian or responsible adult present during market participation. Youth age 13-17 may participate independently if both the parent/guardian and young vendor are comfortable doing so. Wild & Wayward may require additional adult supervision for particular products, activities, or setups when necessary.

Parents/guardians are responsible for helping ensure the young vendor and their products comply with applicable legal, licensing, permitting, food-safety, tax, insurance, labeling, safety, and other requirements. Additional information or documentation may be required before participation based on the young vendor's products, activities, or setup.

SECTION 08

Weather, Safety + Community Conduct

RAIN OR SHINE - NOT DANGER OR SHINE

Market leadership may delay, modify, suspend, shorten, close, or cancel operations when conditions create a significant safety concern.

If Saturday weather is questionable, vendors may receive a Friday advisory. Whenever reasonably possible, a final pre-market decision will be communicated by 7:00 AM Saturday.

Weather and emergency updates will be sent through official market communication channels. Time-sensitive market-day alerts may also be sent through a designated urgent communication method provided to accepted vendors before the season.

Site-specific severe-weather shelter and emergency instructions will be provided to vendors before Opening Day once the final market site is established. If an immediate severe-weather threat affects the market, operations stop. People take priority over products and equipment.

Families, Pets + Conduct

Children are welcome; parents/guardians remain responsible for supervision. Customer pets are generally welcome unless prohibited by law, property, health, insurance, or event requirements. Vendor pets are generally not permitted within active booths; service animals are handled according to applicable law.

Smoking and vaping are not permitted within the active vendor/customer market footprint. Cooking equipment, generators, open flames, heaters, and live animals may require prior approval.

Vendors are expected to treat customers, fellow vendors, staff, and community partners respectfully. Harassment, threats, intimidation, discrimination, dangerous conduct, or behavior that materially disrupts market operations is not permitted.

COMMUNITY OVER COMPETITION

Sell your tomatoes. Be proud of your bread. Brag about your flowers. Cheer when your neighbor sells out too.

SECTION 09

Leadership + Communication

Wild & Wayward Farmers Market is owned and directed by Market Director Bryanna Shapley. The Market Director retains final authority for market operations, vendor participation, policies, safety decisions, and organizational decisions. The Advisory Board provides guidance, perspective, and community input but does not replace the Market Director's final decision-making authority. Authorized market-day leads or designees may make operational and safety decisions when acting on behalf of the Market Director.

Where Do I Find What?

Need	Official home
Weekly attendance confirmation	Winnie Vendor Hub
Handbook + vendor resources	Winnie Vendor Hub
Insurance / onboarding instructions	Winnie Vendor Hub
Absence / cancellation reporting	Winnie / official market channel
Important operational updates	Email
Urgent market-day / severe-weather alerts	Designated urgent channel
Vendor community conversation	Optional social group - not official

Official/need-to-know communication is sent by email. The private/unlisted Winnie Vendor Hub is the permanent vendor resource center for weekly attendance confirmation, handbook/resources, insurance instructions, absence/cancellation reporting, and market-day information.

Vendors should not need to monitor multiple social platforms to receive official information. Facebook or other social groups may be used for optional community conversation but are not the official operational channel.

Use official market channels for absences, delays, schedule changes, product additions, equipment questions, compliance updates, food-access questions, weather concerns, or other market issues.

SECTION 10

One Last Thing

No handbook can anticipate every situation that may arise during a seven-month outdoor market season. Wild & Wayward may reasonably clarify or update policies when required by law, insurance, property requirements, food-access programs, safety needs, or circumstances we could not reasonably anticipate before the season. Vendors will be notified of material changes affecting participation.

By participating, vendors agree to follow the current Vendor Handbook, their Vendor Agreement, applicable laws and regulations, and reasonable directions from authorized market leadership.

FOUR THINGS

Bring good products. Show up when you say you will. Treat people well. Help us build a market people want to come back to.



We're glad you're here.