

A farmers’ market near you

A guide to Dane County markets by day of the week

It’s spring time and farmers’ markets are starting to sprout up like daisies. Farmers set up tables at markets big and small to share their fruits, vegetables, meats, cheeses, baked goods and more with their local community. In Dane County there are more than 30 markets that take place during the harvest season, and you can find one any day of the week.

“The feel-good side of it is that you are supporting family farms as small entrepreneurs,” Dane County Farmers’ Market Manager Sarah Elliott said. “And you have the most amazing resource standing right on the other side of the table.”

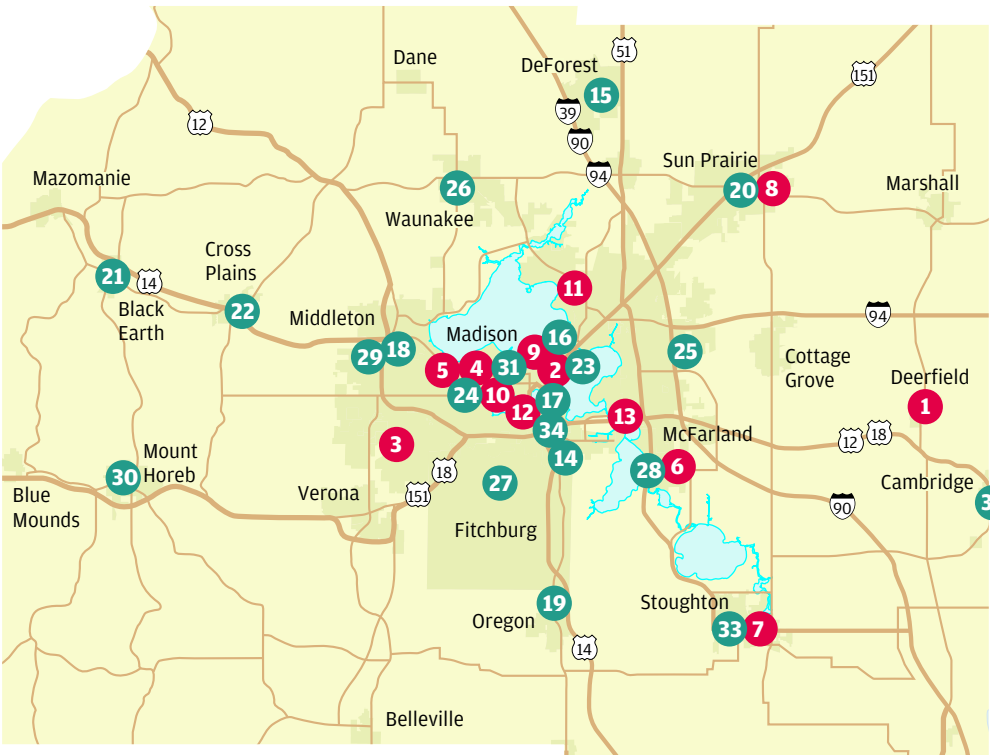
In the springtime the market is focused on finding the first pick of the season. Trying to hunt down the first radishes, lettuce, tomatoes, asparagus, strawberries and more is part of the fun of shopping at a farmers’ market. Vendors pride themselves on having it first, and customers take pride in enjoying the fresh harvest.

“The spring is all about firsts,” Elliott said. “You have to come early though, because people pride themselves on being the first, because they are like ‘I’m going to get one of those first pints of strawberries the very first week they are out.’”

Getting to the market early is just one way to get the most out of your farmers’ market experience. This guide will show you a number of tips and tricks to prepare you for the hectic market season. The best thing to do, however, is to find the market that is best for you because they are all different. Some offer live music, others have activities for children and they all vary in size.

So find your farmers’ market, and maybe you’ll be the special customer who finds the first strawberries of the 2017 harvest season.

For online information on farmers’ markets in Dane County, visit: go.madison.com/farmersmarkets



AMBER ARNOLD – State Journal

Five things to focus on

- 1 **GET THERE EARLY**
Farmers’ markets run on a first-come, first-serve basis. That means whoever finds the best batch of carrots first gets to buy them, and whoever stops by the stand last gets their pick of the rejects. Getting to a farmers’ market early ensures that you can choose the best of the best.
- 2 **KNOW YOUR MARKET**
Different markets have different rules. For example, many do not allow dogs. Check your market’s website in advance to make sure Sparky can join you for a stroll. Most markets have websites and Facebook pages where information about the event is readily available, as well as contact information if you have any questions.
- 3 **CHECK THE CALENDAR**
Many markets have special events throughout the season. This could include live music, special cooking seminars, kids activities and more. Often this information is advertised on the market’s website.
- 4 **UNDERSTAND HOW TO PAY**
Cash is key at farmers’ markets because most vendors don’t take credit cards, and many don’t accept checks. Some markets are set up for WIC, food stamps, EBT and more.
- 5 **ATTEND WEEKLY**
If you love your local market, make sure to attend regularly. Farmers’ markets are supported by the communities they serve by offering fresh produce. But markets – especially the smaller ones – need regular attendance in order to continue.

	Name and location	Times	Approx. vendors	Payments accepted
SATURDAY	1 Deerfield: Deerfield Farmers’ Market Parking to next to Deerfield Lutheran Church, 206 S. Main St.	July 17 through Oct. 8 a.m. to noon	8 to 12	Cash, WIC, FMNP
	2 Madison (Downtown): Dane County Farmers’ Market Capitol Square	April 15 to Nov. 11 6:15 a.m. to 1:45 p.m.	Up to 170 per market	Cash, EBT. Check, credit, WIC per vendor
	3 Madison (West): Elver Park Farmers’ Market Elver Park, 1250 McKenna Blvd.	June 10 to Sept. 6 8 a.m. to noon	About 20	Cash only
	4 Madison (West): Hilldale Farmers’ Market At the corner of University Ave. and Midvale Blvd.	May 6 to Nov. 4 8 a.m. to 1 p.m.	60	Cash, checks, credit
	5 Madison (West): Westside Community Market Behind UW Health Digestive Health Center, 750 University Row	April 15 to Nov. 4 7 a.m. to 12:30 p.m.	55	Cash, check, FoodShare, WIC, FMNP, senior voucher. Other.
	6 McFarland: Best of Wisconsin Indoor Farmers’ Market McFarland Municipal Center, 5915 Milwaukee St.	Nov. 4 to Dec. 23 9 a.m. to 2 p.m.	15 to 20	Cash, check. Credit, WIC, senior voucher per vendor
	7 Stoughton: Stoughton Community Farmers’ Market Next to McFarland State Bank, 207 S. Forrest St.	May 27 to Oct. 28 8:30 a.m. to 12:30 p.m.	N/A	Cash. EBT, checks per vendor
	8 Sun Prairie: Sun Prairie Farmers’ Market City Hall parking lot, 300 E. Main St.	May 6 to Oct. 28 7 a.m. to noon	20 to 25	Cash, check. Credit, senior voucher, WIC per vendor
SUNDAY	9 Madison (Downtown): The Madison Farmers’ Market 4 E. Mifflin St., Capitol Square	April 23 to Nov. 12 9:30 a.m. to 2:30 p.m.	N/A	Cash, check, WIC, EBT
	10 Madison (Near West): Monroe Street Farmers’ Market Edgewood High School parking lot, 2219 Monroe St.	May 7 to Oct. 29 9 a.m. to 1 p.m.	20 to 25	Cash, EBT, SNAP. Check, credit per vendor
	11 Madison (North): Northside Farmers’ Market Northside Town Center, Northport Dr. and Sherman Ave.	May 7 to Oct. 22 8:30 a.m. to 12:30 p.m.	35 to 40	Cash, check, Quest. Food stamps, WIC, credit per vendor. Other.
	12 Madison (South): South Madison Farmers’ Market Labor Temple, 1602 S. Park St.	April 30 to Oct. 29 11 a.m. to 3 p.m.	10	Cash, check, WIC, food stamps, credit
	13 Monona: Monona Farmers’ Market Ahuska Park, 400 E. Broadway	May 7 to Oct. 29 9 a.m. to 1 p.m.	About 25	Cash, EBT, senior vouchers, WIC, check, credit per vendor
TUESDAY	14 Madison (South): South Madison Farmers’ Market Novation Center, 2524 Rimrock Rd.	June 5 to Oct. 30 2 p.m. to 6 p.m.	10	Cash, check, WIC, food stamps, credit
	15 DeForest: DeForest Area Farmers’ Market Firemen’s Park, July 11 or later will move to Village Hall	May 23 to Oct. 23 3 p.m. to 6 p.m.	10 to 15	Cash, check, SNAP
	16 Madison (East): Eastside Farmers’ Market at Central Park Central Park, 202 s. Ingersoll St.	April 18 to Oct. 31 4 p.m. to 7 p.m.	25	Cash, check, credit, SNAP
	17 Madison (South): South Madison Farmers’ Market Labor Temple, 1602 S. Park St. at Wingra Dr	May 2 to Oct. 3 2 p.m. to 6 p.m.	10	Cash, check, WIC, food stamps, credit
	18 Middleton: Downtown Middleton Farmers’ Market Capital Brewery - Terrace Ave. Pavilion, 7734 Terrace Ave.	May 16 to Oct. 3 2:30 p.m. to 6 p.m.	About 10	Cash. Check per vendor
	19 Oregon: Oregon Farmers’ Market Dorn Hardware, corner of N. Mand and Richards Rd.	May 2 to Oct. 31 2 p.m. to 6 p.m.	12 or more	Cash, check. Credit, WIC, senior voucher per vendor
	20 Sun Prairie: Sun Prairie West Main St. Farmers’ Market Sun Prairie Market Place Strip Mall, 956 W. Main St.	May 9 to Oct. 31 2:30 p.m. to 6 p.m.	7 to 8	Cash, senior voucher, WIC
	21 Black Earth: Black Earth Farmers’ Market Veteran’s Park, 1215 Mills St.	June 7 to Sept. 27 3:30 p.m. to 6:30 p.m.	7 to 10	Cash, check
	22 Cross Plains: Cross Plains Farmers’ Market Glaciers Edge Square Park	June through Aug. 4 p.m. to 7 p.m.	7 to 12	Cash, check, EBT
	23 Madison (Downtown): Dane County Farmers’ Market Just off Capitol Square, 200 block of Martin Luther King Jr. Blvd.	April 19 to Nov. 8 8:30 a.m. to 1:45 p.m.	30 to 50	Cash, EBT. Check, DCFM, credit, WIC per vendor
WEDNESDAY	14 Madison (South): South Madison Farmers’ Market Novation Center, 2524 Rimrock Rd.	May 14 to Oct. 25 3 p.m. to 7 p.m.	10	Cash, check, WIC, food stamps, credit
	24 Madison (West): Hilldale Farmers’ Market At the corner of University Ave. and Midvale Blvd.	May 6 to Nov. 4 8 a.m. to 1 p.m.	60	Cash, check, credit
	25 Madison (East): Capitol View Farmers’ Market Grandview Commons Neighborhood, 5901 Sharpsburg Dr.	May 31 to Oct. 11 3 p.m. to 7 p.m.	20	Cash, check
	26 Waunakee: Waunakee Farmers’ Market Waun-A-Bowl parking lot, 301 S. Century Ave.	May 3 to Oct. 25 3 p.m. to 6 p.m.	About 15	Cash, check
	27 Fitchburg: Fitchburg Center Farmers’ Market Agora Pavilion, 5511 E. Cheryl Parkway	May 4 to Oct. 26 3 p.m. to 6 p.m.	25	Cash, check, WIC
	28 McFarland: McFarland Farmers’ Market True-Value Hardware parking lot, 5100 Farwell St.	May 4 to Oct. 26 9 a.m. to 2 p.m.	12 or more	Cash, check. Credit, WIC, senior voucher per vendor
	29 Middleton: Greenway Station Farmers’ Market Greenway Station Shopping Center, 1620 Deming Way	May 11 to Oct. 5 8 a.m. to 1 p.m.	About 20	Cash, check. WIC per vendor
	30 Mount Horeb: Mount Horeb Farmers’ Market 300 block of E. Main St.	May 11 to Oct. 19 3 p.m. to 6:30 p.m.	15 to 25	Cash, check
	31 UW-Madison (Campus): Campus Farmers’ Market Union South near Orchard St. entrance, 1308 W. Dayton	Sept. 7 to Oct. 19 10 a.m. to 2 p.m.	8 to 10	Cash. Other payments per vendor
	32 Cambridge: Cambridge Open Air Market Veterans Park, 100 E. Main St. (located on Main St. at Route B)	June 2 to Sept. 27 8 a.m. to 1 p.m.	About 12	Cash
THURSDAY	33 Stoughton: The Stoughton Farmers’ Market Stoughton Plaza Shopping Center, 1050 W. Main St.	May 5 to Oct. 27 7 a.m. to 1 p.m.	20	Cash, check. Credit, WIC senior voucher per vendor
	34 Madison (South): South Madison Farmers’ Market Villager Mall, 2200 block of South Park St.	May 23 to Oct. 27 2 p.m. to 6 p.m.	10	Cash, check, WIC, food stamps, credit
FRIDAY				

SOURCE: Area markets
JASON KLEIN, ALLISON GARCIA – Wisconsin State Journal



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