

• 2026 Carlisle Farmers Market •

What YOU need to know about OUR market here in Carlisle....

1. Location of the Market:

- Wyckoff Heating & Cooling's parking lot. Located at 95 HWY, Carlisle, IA 50047
- They are allowing us to use their location, again, this year. This will be OUR 16th year at this location.
- As a thank you gift in 2025, at the beginning of the season-we filled their two black flower containers outside the front doors. And, at the end of the season, we showered them at Christmas with jams and jellies.
- At each Market, please keep your area/spot clean. If you see trash, pick it up even if it is not yours. We appreciate Wyckoff's letting us use their parking lot, so please respect their property. Rule of Thumb: Leave it in better shape than you found it!
- In 2017, Wyckoff's insurance company requested that the market have their own liability insurance. It took some time, but WE found an "umbrella liability" for the Market - which protects mishaps at the market. We **recommend** each individual vendor have their own personal liability insurance, *if possible, too!* This is to protect you and your own personal items that you have for sale. It will also benefit you at other events you may want to participate in, if they, too, are needing *proof of insurance*. This year's insurance cost is \$400.00 thru Central Iowa Insurance, once again.

2. Market Dates:

- Regular Season: June thru October
- **Start Date & End Dates: May 30 through October 24, 2026. FYI: We have bumped up these dates this year!**
- Market Timeframe: 8:30-11:30AM. Be ready to go by 8 AM each week!

3. Market Set-Up:

Enter from the west side of Wyckoff's and park your vehicles on the northeast side or clear to the north end of the parking lot after you have unloaded. The best and closest parking spots need to be left for OUR customers. The market set-up is in a "U" shape which is very conducive to a friendly and open market for all. We will pretty much be setting up in OUR same spots again this year. The first couple of week's spots will be marked off and labeled for US to get OUR bearings of where to set-up. Newcomers need ask for directions from the market managers as to where to set-up (See the *MmMmGOOD-hue Produce* booth on the right of the market). Vendors attending sporadically will set-up where space is available. If you would like to sell out of the back of your vehicle, you will need to let us know if there is availability. Please let market managers know your plans or needs in advance of the Market.

OUR "*Shared Expenses*" cost was voted on to be a \$5.00 fee each week in 2018. In 2019, WE voted that if YOU are going to be a full time vendor-of all weeks of the market, YOU may pay \$85.00 for the season. Please write checks to *Carlisle's Farmers Market or use cash*. A checking account was established at Great Western Bank in Carlisle in 2017 of which changed to First Interstate Bank in 2022. (FYI: The market managers "shared expenses" cost will be waved as a stipend as voted upon.) As a reminder, this Shared Expense cost began in 2014. Items that have been purchased with OUR money are: orange cones, grommet kit, bungee cords, plants for Wyckoff planters, "market logo" business cards, flyers, handouts, postcards, thank-you cards, yard signs, banners, 6 - 12" feather flags (new in 2025), saw horses for market signage and 2 - Signacade signs and posters, a speaker, two microphones and mic stands, two misters with accessories, items for Kid's Day and theme days at the market, printing, paper & ink, trash bags, market waist aprons, food tent canopy, musician's fee, gifts for Christmas in July, and insurance/lawyer fees. This money helps to greatly enhance OUR market all the way around.

If you will be setting up a canopy for shade - which is recommended, please bring weights to hold it down - **due to high winds** at most every Market day.

Greet anyone who walks by your both/stand or stops by with a greeting, and tell them thank you for coming to OUR market. Number one - this is a polite and friendly response, and it may also bring them into your both/stand. This *could* generate a sale for YOU and make a good impression upon OUR market! Also, have YOUR prices visible from YOUR booth for customers to see easily.

Pricing: Please have pricing “*of like items similar in cost*” from vendor to vendor. Be respectful of YOUR fellow vendors with no undercutting of like items. Talk these prices over with each other. Also, label items brought in from another market when re-selling at OUR market. For example: Amish Grown Tomatoes or Missouri Peaches...

Restrooms are available across the street at Casey’s or Fiss’. You may need to have your neighbor watch YOUR stand as YOU take a break, if needed.

We do not have access to electricity except for one spot that we reserve for musicians/music. If you are needing electricity, you will need to use a generator with a long extension cord to keep the sound away from the Market.

We are a smoke-free environment at the Carlisle Farmers Market. If YOU need to smoke, please walk to the northeast side of Wyckoff’s near their work trailers, please.

Arrive in enough time so WE’ll all be set-up and running by 8 AM. Market timeframe is 8:30 AM to 11:30 AM! **Please be prepared to bring enough items to each market to sell during the whole “three hour” timeframe. If by chance you do run out, post a sign at your booth stating something like this: “Our stuff is so great... Please come earlier before it’s too late... next week!” Then take orders for the next week. In case of an emergency and you need to leave early, inform the market managers ahead of time or immediately, and then, WALK your items out to your vehicle. If YOU notice someone leaving early, don’t assume it’s time to leave for YOU, too!**

Inclement Weather: We will let you know ASAP on Saturday mornings IF we are to call off the market on any given Saturday of questionable weather via **emailing**. Please check YOUR email! **However**, those of US with produce and baked items cannot really hold these items over, so those that can, usually show up anyway, unless there is absolutely severe weather. **So..., the market is pretty much open each AND every weekend!**

4. Marketing:

- Flyers posted around businesses, churches & food pantries
- Like US on Facebook @ *Carlisle Farmer’s Market*, where weekly up-dates are posted. **Then please share!**
- During the season vendors will be highlighted throughout the season on Facebook and/or in the local newspapers. **Please email or pass in a paragraph/photo about who you are and what you are bringing to the market with a picture.** If you are going to be bringing anything new to the market at a certain time, please let us know ASAP so we can highlight it on that particular week on Facebook! The more news and pictures - the better!
- Weekly articles in the *Carlisle Citizen* newspaper, and then some in the *Farm Bureau Spokesman (started in 2019)*. **FYI:** All articles are submitted the week before publication.
- Weekly emails to Vendors
- A “Welcome to the Market” board at the entrance of the market with weekly announcements including any changes we may need to keep OUR customers informed of.
- Banners placed at Wyckoff’s from June thru October as well as yard signs and feather flags posted each week.
- Carlisle Farmers Market Business Cards for ALL to pass out. Just ask for more cards anytime you are needing more to pass out to customers and to potential customers/vendors.
- New/clean plastic bags for merchandise will be provided for ALL by the *Iowa Farmers Market Association* and the *Iowa Farm Bureau*. Please ask for bags from the market managers as needed.
- A market “Information Table” will be setup at as many markets as room is available & weather permits

- Starting in 2017... we have had **Music at the Market!** This season we will probably rely mainly on OUR speaker for music and maybe a few musicians.

5. Year Thirteen of Certification

This will be OUR 13th year as a WIC & Senior Checks certified/authorized market. We need three vendors committed to our Market. So far we have: Jeff & Stacy Henkelman, Mark & Marilyn Goodhue and Wyatt Essick.

Also, MmMmGOOD-hue Produce are Food Assistance/Wireless EBT Project Certified vendors.

Thank you all so much for participating in these worthwhile projects that benefit OUR customers! Vendors that sell **edible** fruits, vegetables and edible plants are candidates for both of these projects. **If you are interested in being certified in either of these important programs, please let us know ASAP!**

6. What's NEW or continuing during the 2026 Season... (or OUR Wish List):

- **Food Trucks** Every Week of the Market **for the fifth year!** Many thanks to Joanne Mendenhall for setting these vendors up each year!
- **Special Market Days:** *Kid's Day at the Market, Christmas in July, Customer Appreciation Day at the Market...* WE can have any other special event days as needed like a Food Can Drive for Local Food Pantries, Electronic Device Drive Donation, Pumpkin Decorating Contest in October, flag return outreach through the VA or a Corn Feed Day during Sweet Corn season, etc.
- **EVERYONE**, be creative at YOUR booth each week: All vendors try to have something FUN that will draw OUR customers into YOUR booth. For example: Food Vendors, have samples available for OUR guests as they travel around OUR market (must be prepared at the market), have recipes or coupons available, etc. If WE all work at this each week, customers will catch on and come back to see what's NEW each week. This is where OUR unity and individual creativity as a market will shine for ALL to see and experience!
- If YOU have food items left over after the market, consider donating them to OUR **local food pantries**. The *Carlisle Christian Area Food Pantry* is located at the Holy Cross Lutheran Church, 1100 Market Street (every 2nd & 4th Tuesday, 4-5:30 PM) and the *Carlisle Community Schools Food Pantry*, located at the parking lot of 430 School Street (every 1st & 3rd Thursday, 4-5:30 PM), both are a great service available right in OUR own back yard. **NEW in 2020:** *Middle River Friends Church* has a food pantry open MON & WED, 10-6 PM at 4057 S23 Highway, Carlisle, IA every week.
- **EVERYONE**, LIKE and share Facebook posts. This will help spread OUR news and get **more LIKES**. FYI: "944 Likes" starting the 2019 season, "1108 Likes" starting the 2020 season, "1230 Likes" starting the 2021 season, "1348 Likes" starting the 2022 season, 1748 starting the 2023 season, 2065 starting the 2024 season, 2313 starting the 2025 season, and on May 2, 2026, "2509 Likes!". WooHoo!
- Carlisle Farmers Market t-shirts, produce bags, etc. for vendors and customers to purchase
- Dutch Oven Cooking Demonstrations, Canning Demonstrations, Cooking using fresh produce Demonstrations, etc. Do YOU know someone with these talents or gifts of teaching that would like to share with OUR Market customers??? Please let us know!!!

7. Special Days During the Market: Kid's Day at the Market (JUN 20), Christmas in July (JULY 25), National Farmers Market Week (AUG 2-8), Carlisle Pickers/Car Show/Farmers Market-moving Market to Carlisle High School Complex (SEPT 11), National Farmers Day (OCT 12-WE'll observe this on OCT 10) and the Last Market & PumpkinFest, combined (OCT 24). FYI:, WE will be CLOSED on the Fourth of July!

We are looking forward to another wonderful market season here in Carlisle.
YOU, consistently being there, will make all the difference in the world!
Thank you ALL so much for making OUR market the best that it can be!

Contact Persons for the Market:

Mark & Marilyn Goodhue, managers (515.979.2855-Marilyn and 515.979.2875-Mark) of MmMmGOOD-hue Produce or Joanne Mendenhall of Mendenhall Farm (515.201.4781)