

Saturday Market at Willow Island

Kicking off August 1, 2020, we will host a Saturday farmers' market at Willow Island at the Alliant Energy Center. Patrons can pre-order from our WhatsGood online store and drive-thru during the designated window of 7 to 9 am to pick up their pre-orders. Patrons can also pre-order their favorites, pick-up on foot during the walk-up market, and shop spontaneously for local produce and products from 60 vendors from 9:30 am to 12:30 pm!

Market Basics

Read below for important details about the Saturday Market. In order to give our farmers time to harvest and prepare, the online store will close 24 to 36 hours prior to the Pick Up. The store may close earlier due to high customer order volumes.

	Saturday Morning
Location	Willow Island
Hours of Pick Up	Drive-thru only: 7 - 9 am Walk-up pick-up and spontaneous sales: 9:30 am - 12:30 pm
Online store opens	Sunday at 10 am
Online store closes	Thursday at 5 pm

How to pre-order for our Saturday Market!

- ☒ **Create an account on WhatsGood.** Download the WhatsGood app or create an account at sourcewhatsgood.com. You must create an account to be able to browse our vendors.
- ☒ **Find the Dane County Farmers' Market SAT AM online store under 'Markets' once you are logged in.** Click 'Start Shopping from this Market' and select your pick up date. (Note you can browse products, but you cannot purchase outside the store hours).
- ☒ **Add your desired items to your cart and check out for all your vendors**

with 1 transaction! You will be prompted to add your payment information (for a credit or debit card) to pay for your order. You do not have to bring any payment to the pick up.

- ☒ **Note there is a fee!** Transforming our model of business is not without costs. When you checkout using our WhatsGood online store, you will pay a 'Food System Fee' of 5% + 30 cents per order. That's \$5.30 fee on a \$100 order or \$1.55 fee on a \$25 order. Consider it similar to the cost of having your groceries delivered, shipped, or ready for curbside pick-up. This fee supports our use of the online platform. The DCFM does not receive any of it.
- ☒ **Look out for the receipt in your inbox.** (If you don't receive one - double check to make sure you spelled your email correctly in your account!) You can always check out your order history by navigating to 'Orders' in both the WhatsGood app and on sourcewhatsgood.com.
- ☒ **Get prepared for your pick up - see below!**

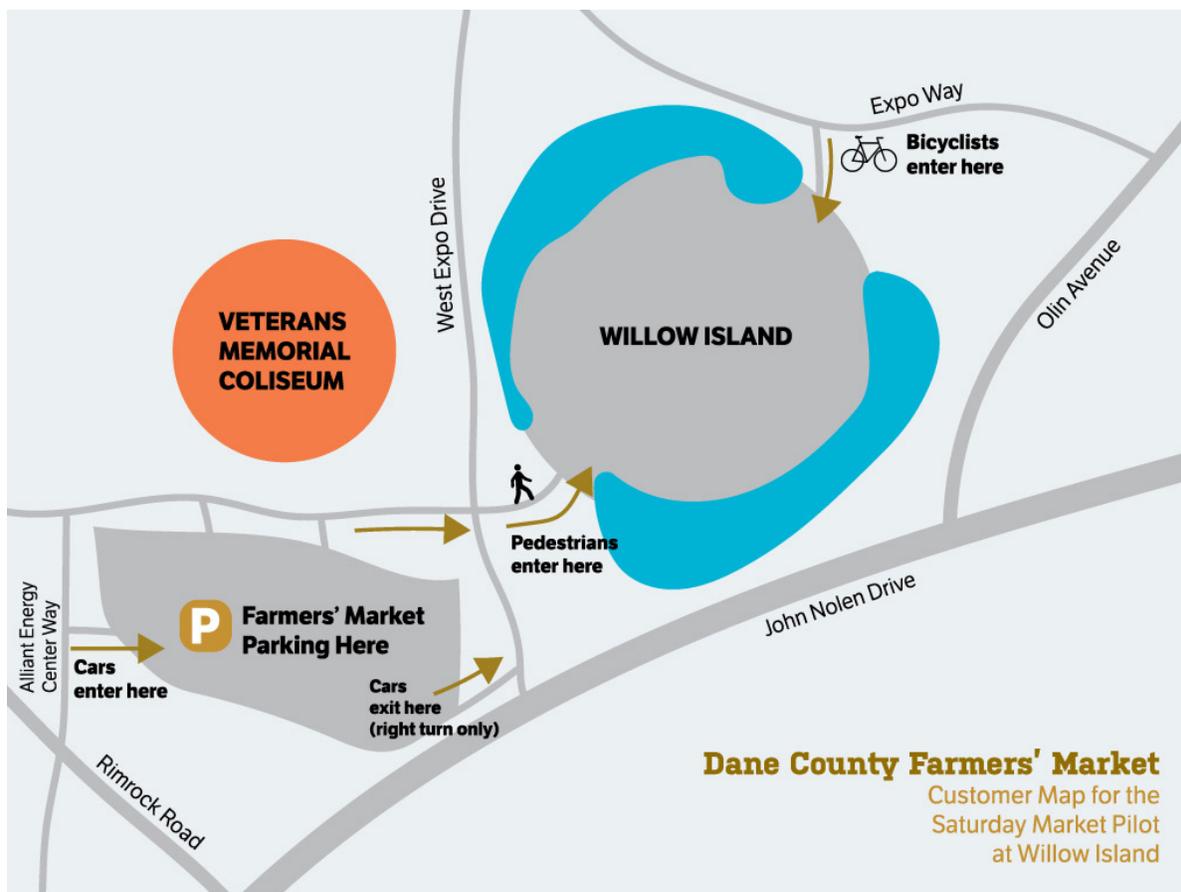
How to pick up your orders!

DRIVING THRU FROM 7 - 9 AM

- ☒ **Make sure you can access your receipt or order summary** when you're at the pick up by printing it or by having the app handy on your phone or mobile device.
- ☒ **Make a sign** to post in your vehicle's window with your first name, last name, and the farms you ordered from.
- ☒ **We have assigned pick up time slots based on the FIRST letter of your FIRST name:**
 - A thru L:** 7 - 8 am
 - M thru Z:** 8 - 9 am
- ☒ **Navigate to Olin Avenue and then Expo Way (see map below) to enter the pick up area.** Do not enter the address of Alliant Energy Center into your GPS to get directions to the pick up, as the entire Alliant Energy Center complex has the exact same address and it will give you incorrect directions! A full detailed map of our drive-thru pick up traffic flow can be found [here](#).
- ☒ **Before you enter the pick up area, pop your trunk or roll down a back window** so our farmers can place your order in your vehicle without touching your vehicle.
- ☒ **Drive thru the pick up and our farmers will place your orders in your vehicle.**
- ☒ **Pass on the right** to skip ahead to the farms you ordered from to keep traffic moving!

PICKING UP ON FOOT FROM 9:30 AM - 12:30 PM

- ☒ **Make sure you can access your receipt or order summary** when you're at market by printing it or by having the app handy on your phone or mobile device.
- ☒ **Check out our map below for where to park your car or bicycle** and how to walk to the market area at Willow Island.
- ☒ **Walk Willow Island to find the farms you pre-ordered from.** At each farm you pre-ordered from, state your first name, last name, and that you placed a pre-order on WhatsGood.



SNAP/Food Share at the Saturday Market

SNAP is the federal food assistance program that provides nutrition benefits to supplement the food budgets of families in need. **SNAP/EBT participants, read below for how to use your QUEST cards at our Saturday Market! Reminder that the Double Dollars program runs thru October 31st, 2020.**

- ☒ **Driving thru to pick up pre-orders?** Check out our SNAP Pick Up instructions [here](#)! Remember if you're driving thru, you must pick up between 7 and 9 am on Saturday.
- ☒ **Picking up pre-orders on foot?** You can pick up your pre-orders on foot, but

you still must swipe your Quest card in advance. Navigate to the green EBT booth shown with a star in this [map](#) and state that you have placed a SNAP pre-order on WhatsGood. Your Double Dollars match will be calculated and your card will be swiped for the balance remaining on your pre-orders. You can swipe your card for your pre-orders picked up on foot between 9:30 am - 12:30 pm.

- ☒ **Wanting to spontaneously shop our Saturday Market?** You can swipe your Quest card for green market dollars to spend at our vendors' booths on SNAP-eligible products. If you haven't already 'doubled your dollars' with a pre-order, you can also get a \$1 for \$1 match with our Double Dollars program, provided with plastic tokens. Visit our EBT booth to swipe your Quest card between 9:30 am - Noon.

Tips for ordering.

- **Find out what's Super Fresh and what vendors you'll find in the store and at the walk-up market by subscribing to our DCFM e-news!** Click [here](#) to subscribe and you'll receive our weekly e-news Sunday morning.
- **Stock up!** We encourage you to think of your trip to the Saturday Market as your weekly grocery trip. You will find fresh veggies, hyper-local meats, farm-fresh eggs, delicious bakery items, bread, and so much more.
- **Look out for new vendors each week.** We are trying to provide vending opportunities to as many farmers as we can. Look out for new faces and new farms every week.