

Schertz Farmers Market Guide 2026

Table of Contents

[Schertz Farmers Market Guide 2025](#)

[Market Season](#)

[Mission Statement](#)

[Vendor Information](#)

[How to Qualify to be a Vendor](#)

[Vendor Categories](#)

[Prohibited Items](#)

[Rules & Requirements](#)

[General Rules](#)

[Sampling Guidelines](#)

[Attendance Policies](#)

[Contact Information](#)

[Important Dates](#)

[Schertz Farmers Market: Building Community One Saturday at a Time](#)

Market Season

The Schertz Farmers Market will run every First Saturday of the month from **April through June**. After summer break, it will return on the first Saturday from **August through November**. Market hours are **9:00 a.m. to 1:00 p.m.**, with vendor setup from **7:30 a.m. to 9:00 a.m.** and teardown starting at **1:15 p.m.**

The market will be held at the **Pickrell Park Large Pavilion**, located at:

**703 Oak Street
Schertz, TX 78154**

All applicants must read the Schertz Farmers Market Guide before completing the application. The vendor fee is \$35.

Mission Statement

The Schertz Hometown Harvest Farmers Market offers local farmers, artisans, and producers a venue to directly sell fresh, Texas-grown produce, handcrafted goods, and specialty items to the community. We foster connections between growers and consumers while promoting community engagement and sustainability.

About Us

The Market operates in accordance with all city, county, state, and federal laws. Products include agricultural produce such as vegetables, fruits, plants, herbs, raw meat, cut flowers, nuts, refreshments, and other specialty items that supplement produce sales, such as honey, eggs, and baked goods. All produce and related items must be grown and/or produced in Texas.

Acceptance to the Market

Potential vendors must submit a completed Schertz Hometown Harvest Farmers Market Application through the CivicPlus platform and supplemental items (see vendor requirements) online. Please allow up to 7 business days for approval to the Market. **PLEASE NOTE: Applying does not guarantee acceptance or participation in the market.**

Deadlines: **March 27, 2026**, to sell at first Market day. Vendors are accepted throughout the season and are added to Market days if space is available.

Once Parks and Recreation staff approve a vendor and they pay their vendor fee, the vendor is eligible to sell at the Market.

Vendor Information

How to Qualify to be a Vendor

Vendors must submit a completed Schertz Farmers Market Application, including:

- Detailed product descriptions (e.g., "organic tomatoes, handmade jewelry, artisan bread").
- Photos of products.
- Required permits and certifications, depending on product type.

Applications are reviewed within **7 business days**. Approved vendors will be notified via email.

Deadlines:

- Apply by **March 27, 2026**, to sell on opening day.
- Applications are accepted throughout the season until **October 23, 2026**, space permitting or until spots are filled.

Interested potential vendors complete applications in their entirety and to provide details of products. An acceptable list of products might state "potatoes, tomatoes, asparagus, garlic;" "baked goods: cookies, brownies, cake pops," "jewelry and accessories: bracelets, rings, necklaces," or "skincare and haircare products: soap, bath bombs, lotions, shampoo."

The Farmers Market is explicitly looking for vendors who sell locally made products comprised of local Texas ingredients, grown by the vendor in Texas, and/or handcrafted by the vendor in some way, shape, or form. Priority will be given to farmed products, fresh flowers, meat, dairy, herbs, and honey.

Nonprofits, student organizations, and/or service providers can attend market dates. Please contact Parks and Recreation Staff for your organization's or business's application requirements.

Vendor Requirements

Vendors may sell only what they grow or produce. They may not resell produce, value-added goods, or artisan products purchased from another business or farm. Bottled water is permitted at no more than \$1.00 each, and can soda is allowed.

All Farmers Market vendors are required to submit the following items:

1. Schertz Hometown Harvest Application via CivicPlus.
2. Additional supplemental items are listed below based by vendor type.
3. If vendor is using a tent, they must use approved tent weights and be weighed down with 50 lbs. (See Page 9)

Vendor Categories

- **Texas Farmers/Producers:** Sells fruits and vegetables **that have been grown in Texas**. Rancher sells raw meat or honey that has been raised in Texas. This product must be grown or raised by vendor or any other Texas Farmer/Producer/Rancher that is affiliated with vendor (i.e. Co-Op or neighborhood farm). Resale of produce is prohibited. All agricultural products must be of merchantable quality. *Examples of products: Eggs, Herbs, nursery products/plants, fruits/veggies (practicing organic), fruits/veggies (certified organic), fruits/veggies (non-organic), honey, raw meat*
- **Cottage Food Vendors:** Sells non-potentially hazardous foods that are made in the home and fall under the Texas Cottage Food law (<https://www.dshs.texas.gov/retail-food-establishments/texas-cottage-foodproduction>). These baked and prepared foods do not need refrigeration. *Examples: Candy, granola, food mixes, baked goods. Jams, jellies, butters, sauces, pickled fruits/vegetables with pH of 4.6 or less.*
 - a. Owner/Manager & all agents must have a current Texas Food Handler's Permit/Card. <https://www.learn2serve.com/>
 - b. Labeling Requirements:
 - c. All cottage food products must have a label with the following information:
 1. Name and physical address of the cottage food production operation.
 2. The common or usual name of the product.
 3. If a food is made with a major food allergen – such as eggs, nuts, soy, peanuts, milk, or wheat – that ingredient must be listed on the label.
 4. The following statement: ***“This food is made in a home kitchen and is not inspected by the Department of State Health Services or a local health department.”***

- d. The label must be legible.
- e. The label must be attached to the package. For large or bulky items that are not packaged, you must provide an invoice or receipt that has the same information.

Example label or receipt information:

Business Name
Address, City, TX Zip
Product Name
Contains the following allergens:
Eggs Nuts Soy Peanuts Milk Wheat
*This food is made in a home kitchen and is not
inspected by the Department of State Health
Services or a local health department.*

- **Food Trucks:** Food trucks may be present on any or all market days. All food trucks must have a permit through the City of Schertz.

****All permit applications will be done through the [City of Schertz web portal](#).***

- a. For Prepared Foods, vendors must have a Schertz Temporary Food Establishment Permit. Must Follow the requirements on the [Self-Inspection Checklist](#). <https://www.schertz.com/1965/Food-Service-Establishments>
 - b. For food trucks, vendors must have a Schertz Mobile Food Unit Permit. (<https://www.schertz.com/1965/Food-Service-Establishments>)
 - c. Owner/Manager must have a current Texas Food Manager's Certification. (<https://www.learn2serve.com/>)
 - d. All agents must have a current Texas Food Handler's Permit/Card. <https://www.learn2serve.com/>
- **Handcrafted Vendors:** Sells art and items that are “hand crafted” by the vendor or a member of the vendor’s craft unit. Commercial or resale items are not allowed. Products must be of original, excellent workmanship in quality and design and show incapacity for mass production. Crafted items must not be produced or embellished using automated

equipment or digitally rendered materials. Space for craft vendors is limited, and market days may be limited on vendors selling specific items.

- **Examples of Allowed items:** Hand/machine sewn clothing, dolls, hand bags; soaps & lotions comprised of locally grown herbs, oils or milk products; hand braided jewelry; hand blown glass wares; hand painted items on any medium; artisan jewelry; hand/machine sewn quilts, prints from original painted or drawn artwork, laser engraved items with original artwork, laser cut kits/designs from original designs, original art screen printed on items (screen printing must be done by vendor and not commercial company unless already permitted by Parks and Recreation staff).
- **Examples of Unallowed items:** Copies of photographs and postcards; printed materials, commercially screen printed items (unless permitted by Market staff); tracings of paint by number; ceramics or pottery from commercial molds; wood carvings using duplicating machines; picture transfers on fabrics, cups, glass, wood or any other medium with non-original artwork (i.e. printing a picture from a computer; using a “Cricut” or other cutting machine or hand cutting vinyl and applying it to a store-bought item such as a piece of wood, wine glass, plastic cup, etc.); store-bought items embellished with other store-bought items (i.e. decorating a store-bought or mass produced canvas bag, t-shirt, wood item, or basket with beads, sequins, jewels, transfers, etc.); gift baskets that do not contain anything that the vendor handcrafts; items made from kits; soaps and lotions made from store-bought items; items made or embellished using stencils to paint or draw on any medium.

Photos of products must be submitted with the application. Please provide photos that are the best representations of the items you sell. Photos must be submitted online. Please view the “How to submit supplemental items” instructions below

- **Local Businesses/Nonprofits:** Locally owned brick and mortar business in Schertz that wishes to sell a farmers market related item which would fall under Value Added, Cottage Food, Prepared Food, or Hand Crafted category. Schertz business must not be a chain, a franchise, and/or provides a service and may sell multiple dates. Please contact the Market Coordinator if your business is a chain, franchise, and/or provides a service.

Prohibited Items

The following items are prohibited: resold goods, MLM products, vaping/tobacco products, and non-original crafts. Vendors are expected to adhere to quality and originality standards.

Requirements for Set Up

Being a Schertz Hometown Harvest Farmers Market vendor is an investment. Here is a list of what you will need.

1. Visible business name signage, product name, and pricing
2. Trash cans available for marketgoers
3. Tables and chairs
4. Sacks, bags, or boxes for customers' purchased items
5. For Cottage foods vendors, individually wrapped and labeled items.
6. For vendors using batteries, generators, or stereos, a Class ABC or K (depending on the setup) rated fire extinguisher is required.
7. For vendors using tents: must be a 10'x10,' clean and serviceable tent with 50 lbs. of weights per tent. (see list of approved weights below)

Other useful items (not required)

1. Cash box for change and/or credit card device
2. Receipts
3. Business cards/contact info

Vendor Logistics & Setup Requirements

Vendors can start arriving as early as **5:00 a.m.** and must be ready to sell by 9:00 a.m. The Farmers Market will be open from 9:00 a.m. to 1:00 p.m.

Vendors must end sales by 1:15 p.m. Vehicles cannot be in the Market area from 8:30 a.m. to 1:15 p.m. at any time. During those times, vehicles may result in dismissal for the remainder of the current season. Vehicles may enter the market area starting at 1:15 p.m. **Only Parks and Recreation Staff are authorized to move the barricades. Do not move the barricades.**

Vendors must ensure that no trash or other items are left behind and that other items are in the condition in which they were found.

If vendor setup requires batteries, generators, or stereos, the vendor must always have a Class ABC or K (depending on setup) rated fire extinguisher on site and within reach of the booth during the market. The fire extinguisher must have a current inspection and be fully charged. Batteries or generators must be set up in the parking lot or secured to a 4 ft. x 4 ft. plywood. **If**

you bring your own generator, please notify the Parks and Recreation staff, as additional requirements may exist.

We are unable to accept special requests from vendors other than farmers. This includes location requests. Due to limited spacing, trailers will only be permitted for farmer vendors and must be unhitched. Vendors who are not farmers must park their trailer in the designated parking lot.

A set-up vendor location map will be sent via email the **Friday** before the Market. **Please do not set up in a location that is marked as a “do not set up” spot unless Parks and Recreation Staff has spoken with you.** Stall locations vary based on the number of vendors. The average stall size is 10 ft. x 10 ft. Vendor booths must not encroach on neighboring vendor booth areas or Market goer walkways.

Once arriving at the Market, vendors must **IMMEDIATELY** unload their vehicles and then move their vehicles to the designated vendor parking spot. Vendors should not start setting up their booth until their vehicles have been moved. This will allow room for other vendors to unload.

Tents are not required for your booth space. If a vendor chooses to use a tent, that tent must be clean and in good shape. We recommend a 10 x 10 EZupTent or ZShade Tent.

Most accidents at events involve pop-up tents. Please minimize the risks. **All tents must be weighed down with at least 50 lbs. of weight per tent as seen below.** Gallon water jugs and single bricks are not acceptable. Professional grade tent weights including PVC pipe filled with concrete or tent weight sandbags are safe ways to weigh down tents. Strong gusts come up without warning at any time before, during, or after the Market times. Tying tents to tables, coolers, or any other objects that are not intended to be weighed constitutes tripping hazards and are not allowed.

Vendor and customer safety is paramount. If a tent does not have the correct type of weights or has an unapproved amount of weight for their tent, the tent will need to be taken down immediately

NOT ACCEPTABLE WEIGHTS



ACCEPTABLE



No smoking, vaping, chewing, or any tobacco products of any kind is permitted by vendors and/or their agents.

No pets or other live animals may be sold by or may accompany vendors at the Market unless they are used as service animals or it is previously approved by Parks and Recreation staff.

Only approved Schertz Hometown Harvest Farmers Market vendors may participate in the Farmers Market. Vendors may advertise their own Farmer's Market-related business within their stall space, but they may not solicit customers, pass out fliers, or provide samples within the Market aisles.

Attendance

Signing Up for Dates: Once a vendor is approved, vendors can sign up on CivicRec for the market dates that they wish to sell at and can track the dates. Approved vendors will receive instructions via email on how to add their own dates. For each date, all vendors are expected to stay until the end of the market time (by 1:15 pm). If you cannot stay for a market day, please do not sign up for that particular date. Vendors cannot leave early if they sell out of products. Vendors may close their booths down for the duration of the market time. Please plan your vendor set-up accordingly. The Market is a rain-or-shine event. Parks and Recreation Staff will notify vendors of possible bad weather by email the Friday before the Market. Vendors are at liberty to sell or not to sell if they receive a "Bad Weather" email from the Parks and Recreation Staff. In that case "no shows" and unexcused absences will not count against vendors.

Removing Dates: If a vendor cannot attend on a particular date, please email the Parks and Recreation Staff as soon as possible. Each week, the absent deadline is 4:00 pm on Thursday, so please email the Parks and Recreation Staff if you will be lacking the week of. Failure to notify the Parks and Recreation Staff by the deadline or not showing when no inclement weather will be an unexcused absence. If a vendor has an emergency the day of the market and are unable to participate, please let the Parks and Recreation Staff know immediately by email. Exceeding two unexcused absences or arriving late more than once could result in dismissal from the current season. Vendors will be able to re-apply the following season.

Approved vendors should add market dates to their account as soon as possible. If market spots are filled for a particular date, then the vendor will be added to the bottom of the wait list.

Admission of Products

Only items approved on the Market Application Form or via email can be sold. The Parks and Recreation staff reserves the right to ask for a list of ingredients and disapprove of any products being sold at any time without reason. If a vendor would like to add items during the season, the vendor must have products approved by parks and recreation staff at least by **Thursday at 4:00 p.m. prior to a Market day**. This needs to be done via email.

The Market is based on an honest system. If any vendor feels that another vendor is not being honest in his/her products, value, or pricing, please contact the Parks and Recreation Staff.

Deadlines

Action	Deadline
Admission of New Products	Thursday by 4:00 PM
Notification of Absence	Thursday by 4:00 PM
Additional Dates	As Soon as Possible

Rules & Requirements

General Rules

- All products must be grown, produced, or handcrafted by the vendor.
- Vendors must provide trash cans for market-goers and ensure their stall area is clean after teardown.
- Vendors using tents must use **50 lbs. of weights per tent** for safety.
- Vehicles must be moved out of the market area by **8:30 am** and cannot return until **1:15 pm**.

Sampling Guidelines

Providing samples at the Market allows consumers to try a product before purchasing it. Since the Market sells primarily on taste, sampling is a top marketing tool. Samples should represent each vendor's best. Special care should be taken to ensure that every customer's bite of the product leaves a favorable impression and encourages them to buy. Unsafe sampling methods can contaminate food and result in foodborne illness.

Basic sanitation practices should be followed when samples are offered. All untasted samples must be disposed of at the end of the Market and cannot be reused. Following a few, simple practices reduces risk. The following guidelines follow the Farmers' Market Bill (HB 1382) Sampling at Farmers' Markets.

Sampling

To provide samples of food at a farm or farmers' market, you must follow these instructions:

1. Samples must be individually packaged using single service items.
2. Samples must be at a temperature if applicable.
3. No bare-hand contact is allowed; you must use tongs/gloved hands to distribute unpacked bulk food items such as pretzels/chips/crackers/cut vegetables for tastings.
4. Must provide trash bin
5. Must have chemically treated hand wipes or hand washing at the booth.
6. Not allowing customers to self-service
7. Foods used for display may not be offered for consumption.

Frequently Asked Questions

How much does it cost to be a vendor? It costs \$35 per date.

How long does it take to be approved? A completed application with appropriate forms, photos, and needed supplemental items can take up to **7 business days** to be reviewed and approved. Vendors will receive an e-mail when accepted or denied into the Schertz Hometown Harvest Farmers Market.

I am a direct sales consultant. Can I setup? (i.e. Scentsy, Mary Kay, etc.) Companies such asPaparazzi, LulaRoe, Scentsy, Avon, Pampered Chef, Color Street, Plunder, Mary Kay, MLM businesses, CBD, Vaping & Tobacco products are prohibited.

How many Market dates can I sign up for/miss? Vendors may sign up for as many dates as they like. Vendors may cancel dates and be excused as long as they have notified the Parks office or Parks and Recreation Staff via email by **Thursday at 4:00 pm** the week of the market that will be missed. If a vendor has an emergency the day of the market and are unable to participate, please let the Parks and Recreation Staff know immediately by email. If a vendor fails to notify the parks and recreation staff that they will not attend the market, those absences will be considered unexcused. **After the third unexcused absence, vendor will be dismissed from current market season.**

I am a non-profit and want to sell baked goods as a fundraiser. Do I need a Food Handler's permit/card? Yes. Any vendor must obtain a Food Handler's permit/card or Food Manager's certification. Please refer to the supplemental requirements. Selling any other baked goods or craft items will require the same rules and regulations as other vendors.

Contact Information

For questions about rules or application requirements, contact:

Cassie Paddock

Recreation Manager

(O) 210.619.1856

(C) 210.868.2282

Sydney Paredes

Recreation Coordinator

(O) 210.619.1858

(C) 210.419.1061

Kathryn Scheel

Recreation Specialist

(O) 210.619.1857

(C) 210.419.1582

For additional assistance, contact Schertz Parks and Recreation Department at parksandrec@schertz.com or (210) 619-1850.

For questions about permits and food licenses, you can contact Neighborhood Services at healthinspector@schertz.com or (210)-619-1650

Important Dates

- **April 4, 2025:** Opening day.
- **May 2, 2025**
- **June 6, 2025:** Last Spring Market Day
- **July:** Market break.
- **August 1, 2026:** First Fall market day.
- **September 5, 2026**
- **October 3, 2026**
- **November 7, 2026:** Last Fall Market Day
- **December 5, 2026:** Kris Kringle Market

Schertz Farmers Market: Building Community One Saturday at a Time

For vendor applications and more information, visit the official website at www.schertz.com/schertzhometownharvest