



MADISON (WKOW) — It's a day many have been waiting for all winter long: The Dane County Farmers Market's first day of the season.

The long-awaited local favorite returned to Capitol Square on Saturday, bringing big crowds with it.

The market offers everything from baked goods, to meat and dairy, to fresh fruits and vegetables. That's in addition to potted plants and bouquets of fresh flowers.

Jade Noble, owner of Noble Elk Farm, is a vendor at the market for the first time this year after being on a waiting list. He said it is a great opportunity for vendors to get their brand out there and build a customer base.

“This is one of the best markets in the state of Wisconsin, so this is one we want to be in,” Noble said.

As someone who produces elk meat, he hopes he offers people looking for healthy red meat options something unique and likable.

“Hopefully we're bringing something here to the Madison area that they can't get elsewhere,” Noble said.