

Madison Farmers Market Handbook - 2017

Hours and Market Season

The market runs from the first Saturday of April to the last Saturday of October, on Broadway Street, by the Broadway Fountain. Official market hours are Saturday, 8am-Noon. All vendors must be set up by 8am and be cleaned up and off of Broadway Street/sidewalks by 1pm. We also have a mid-week market on Tuesdays and Thursdays, same time and location.

Membership and Fees

“Full-time” vendors at the market must be members. These members sign a Vendor Agreement and pay the seasonal membership dues of \$75. Members are entitled to one stall at market, and can pay an additional \$75 for each additional stall. Membership dues must be paid by the first Saturday in April or on the first day at which the vendor sells. Income generated from membership fund a market manager, advertising, events, etc.

The \$75 fee may be paid at City Hall or to the market manager, and they will each keep a record of which vendors have paid. On June 1, the market manager will cross check the City Hall record. Any vendor who has not paid by June 1 will receive a verbal warning and will not be able to continue selling at market until the fee is paid.

Daily vendors (non-members) pay a daily stall fee of \$15. Members using an additional stall on a daily basis can pay a daily stall fee of \$15. The daily fee will be collected and recorded by the market manager.

Stall Assignments, Seniority, & Market Appearance

The market manager assigns stall spaces to vendors at the start of each season. Members from the previous year will have the option to renew the same space for the next season. Selling spaces are 12' x 12'. Vendors are responsible for keeping their space clean and attractive during market hours and will clean up their space after market. Selling may be allowed from the back of a pickup, based on market manager approval, if it does not interrupt walking traffic through the market, and if it fits within the stall space. Vehicles must be clean. No one may drive through market once selling begins. You may not run gas or diesel vehicles during selling hours.

Each vendor is encouraged to display a sign with the business name, location of the farm or business, products for sale, and prices.

Attendance

Full time vendors sell at 12+ Saturdays each year, unless they make other arrangements with the market manager. If you need to miss a day, call the market manager in advance.

Product Approval & Claims

All vendors must abide by applicable federal, state and local regulations regarding each product they sell. Vendors must be willing to allow inspections of their operation by market representatives in order to ensure compliance of the rules of the market.

Permissible Products

The following may be sold at market: vegetables, herbs, fruit; nuts and grains; mushrooms; jams and jellies; honey; cider or other fruit beverages; baked goods; ornamental produce; plants; potted plants; cut or dried flowers; fruit or plant arrangements; eggs and retail-ready frozen meats; wool, yarn, etc.; personal care products; and artisan goods. Products not listed require approval from the market manager before sale.

Pricing

Vendors should strive to price products at fair market value for farmers markets and avoid heavily undercutting other vendors. Prices should be clearly posted.

Reselling Restriction

At this market, 90% of what a vendor sells must be produced by that vendor, or by a joint-operation where the vendor has a vested interest. Up to 10% of what a vendor sells may be another farmer's products. These products must be labeled with the county, state, and producer's name.

Grievance Policy

Any grievances regarding a vendor should be directed to the market manager verbally and/or in writing, clearly outlining grievance details.

First instance: The market manager will address the issue with the vendor and issue a verbal warning if necessary. Second instance: The market manager will address the issue with the vendor and issue a verbal warning if necessary. Third instance: If the verbal warnings do not resolve the issue and the vendor repeats the infringement, this will trigger a meeting of a "grievance committee." This committee will be elected only if there is a third grievance. Members will be notified of a meeting, and at that meeting they will elect a grievance committee.

Grievance meeting: The vendor or member has the right to respond in writing to the grievance committee, to provide proof that the violation is not true or to explain how the violation will be remedied. The grievance committee will make a final decision on how to resolve the issue. Fees will not be refunded if a vendor is expelled.

Participants or members wishing to return to the market following expulsion must apply to the grievance committee for re-admittance and pay appropriate fee(s) prior to selling.

Market Manager

The market manager's duties include: collecting fees; maintaining a running and current list of vendors, including who has paid and contact information; promoting the market to customers; recruiting new vendors; assigning market stalls; supervising the market; enforcing rules and handling grievances; staffing the Market Information booth; coordinating the SNAP program; working with the City and community; participating in a quarterly meeting with the Advisory Committee to assess what is going well, what support is needed, etc.; and other duties as described in the Market Manager Job Description. The manager is the final authority on the day of market. All decisions may be appealed to the membership for later consideration.

The market manager will visit each farm to get to know the farmer, take pictures and gather quotes/content for publicity (features on Facebook/the website to highlight the farm), and let the farmer get to know the manager/ask questions, etc.

A committee of vendors and community members (the "Advisory Committee") provide support, feedback, and guidance to the market manager. Help may include organizing events, promotion, etc. Anyone is welcome to serve on this committee.

Outside organizations

Organizations wanting to table at market should submit an "Event Form" to the market manager prior to the market day.

If a group plans to sell produce, plants, food, or other items, the group must comply with current market guidelines, including fair pricing, hours of operation, conduct, etc. They will be charged the daily fee (\$15) to sell at market. If a group is simply promoting their organization, there is no fee. However, we require that these groups provide a fun, hands-on activity, ideally for kids or families.

Other

Each vendor is encouraged to carry liability insurance.

Customers are discouraged from bringing dogs. They are responsible for controlling their dogs, and for any damage their dogs cause. For food safety reasons, dogs are not allowed in the prepared food section of the market area.

Each vendor is responsible for charging sales tax as appropriate to his or her products. If selling products by weight a certified scale must be used. Contact market manager for info.

Food samples can only be distributed if the vendor follows all food safety requirements. Contact the Jefferson Co. Dept. of Health for more information.

Potentially Hazardous Foods and Eggs

Potentially Hazardous Foods include meat, fish, and poultry. Vendors selling these products must register with the Jefferson County Health Department as a Retail Food Establishment. Products must be processed at a state or USDA inspected facility, unless vendors qualify for a

processing exemption (for instance, you may be able to sell chicken processed on your farm, but you are responsible for following all local and state rules). Products must be labeled with: Date, Common name, Net weight, Ingredients if more than one, Name and address of seller, Safe handling instructions, USDA or BOA stamp. Products must be kept at temperature (for example, all meat and poultry must be sold frozen and kept at 40 degrees F or less). Contact the Jefferson County Health Department for complete rules at: (812) 273-1942. Contact the Board of Animal Health Meat and Poultry Program at (317) 544-2400.

Vendors selling eggs must have an Egg License from the Indiana State Egg Board. Visit <http://www.ansc.purdue.edu/iseb/> or call (765) 494-8510 for information.

Home Based Vendor Law

All vendors must follow Indiana's Home Based Vendor (HBV) Law, which applies to products such as baked goods, candies, nuts, pickles, honey, and many other items. Some of these products may be made in a home kitchen, but others must be made in a commercial or inspected kitchen. Refer to the HBV law brochure (attached) about permissible food, food preparation and safety (vendor hand washing, etc.). HBV's may not sell potentially hazardous food items. If HBV's hand out samples, they must follow sanitation rules. Vendors are responsible for determining which rules apply to their products and practices, and following these rules. HBV rules are attached. Contact Jefferson County Health Department for more information at: (812) 273-1942.

All Home Based Vendors (HBV) products must be labeled as follows:

"This product is home produced and processed and the production area has not been inspected by the State Department of Health." Labels must contain the following: The name and address of the producer, common name of the food product, all ingredients listed as per HEA 1309, net weight and volume, and date on which the product was processed. Lettering must be 10 pt. font.

Oatmeal Bread

1 pound loaf

Made by: Betty Baker, Betty's Baked Goods, Madison, IN

Ingredients: flour, water, oats, brown sugar, unsalted butter, yeast, cinnamon, salt

Date prepared: May 21, 2016

Note: This product is home produced and processed and the production area has not been inspected by the State Department of Health.

WIC and SNAP

Vendors are encouraged to participate in the WIC and SNAP programs. Vendors accepting WIC must follow all WIC regulations. Contact Legista Wilson to sign up: (317) 233-1327 or lwilson2@isdh.in.gov. The market manager will distribute information about how the SNAP program works.

Updates and Voting

This handbook may be updated and/or changed. Small changes can be made by the Advisory Committee. Major changes will be made by a majority vote from market members. Members must be notified that a meeting is taking place ahead of time, either by phone, by mail, or in person.