



## **2020 Madison Farmers Market Handbook**

### **Updated 2/27/2020**

#### **Mission Statement**

The Farmers' Market of Madison mission is to support local and regional sustainable farms through providing a community-centric venue for direct sales of agricultural products and local art. Our vendors are farmers, farm employees, and food artisans, selling value-added products with ingredients sourced from regional farms; joined by local artists selling hand-crafted arts, hand-sewn clothes, and other commonly used goods such as soap. By supporting them, we build our local economy and add to the vitality of our community.

#### **The Spirit of the Market**

A positive sense of community and cooperation is vital to a successful farmers market. One of the key principles of farmers markets is a direct relationship between producer and consumer. Vendors are encouraged to foster a sense of community and to develop a positive relationship with their customers, fellow vendors and the Market Manager.

#### **Market Contact Information**

*Market Manager*

Lisa Newlin

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1(317)440-4115

[www.farmersmarketmadison.com](http://www.farmersmarketmadison.com)

[www.facebook.com/madison.farmers.market](https://www.facebook.com/madison.farmers.market)

[www.instagram.com/farmersmarketofmadison](https://www.instagram.com/farmersmarketofmadison)

# **When is Market?**

## **The Main Outdoor Market**

The main outdoor market runs each Saturday on Broadway Street, by the Broadway Fountain. The Saturday market is our primary market - it has the most vendors, is staffed by our market manager, is promoted widely, and includes amenities for customers like food trucks, music, and community events.

The main outdoor market runs from the first Saturday of April to the last Saturday of October. Official market hours are Saturday, 8:00 am to 12:00 pm. All vendors must be set up by 8am and be cleaned up and off of Broadway Street/sidewalks by 1pm.

Vendors can also sell on Tuesdays and Thursdays. These markets are not staffed. Vendors can set up on the west side of Broadway Street, on the sidewalk, and sell from 8am-12. Vendors must be cleared up and off of Broadway Street/sidewalks by 1pm. Note that if the first time you set up at market is on a Tuesday or Thursday, the Market Manager will not be there to answer questions. Please contact the Market Manager ahead of time.

## **Winter Market**

We are growing our Winter Market, and we are especially eager to find vegetable growers with winter crops - root vegetables, greens, etc.

Winter market runs from the first Saturday of November through the last Saturday of March at Trinity United Methodist Church (412 West Main Street, Madison) from 10:00 am to 12:00 pm.

Full-time vendors who pay the \$75 fee during the outdoor market season do not need to pay an additional fee to participate in winter market.

# Applying to Sell at Market

## Vendor Application and Fees

### *Full Vendors*

“Full-time” vendors sell at least 12 Saturdays during the year. These vendors fill-out an application each year, sign a Vendor Agreement and pay the annual registration of \$75. Each vendor is assigned one (roughly) 12’x15’ stall at market, and can pay an additional \$75 for each additional stall if space permits. Income generated from registrations fund a market manager, advertising, events at market, etc.

Registration must be paid at the Pre-season Vendor Meeting each Spring. The meeting allows vendors to apply and receive the most up-to-date vendor information and rules. Contact the Market Manager if you have extenuating circumstances and cannot attend this meeting.

A check\* made payable to the City of Madison is due at the time that you submit your application.

### **Approval to Sell**

Vendors must submit an application to the Madison Farmers Market each year. Approval to sell will come from a letter/email or verbally by the Market Master.

**\*Upon approval, the Market Manager will notify the vendor that they have been accepted as part of the market. If vendors are not approved, their registration fee will be refunded.**

### **Daily Vendors**

Daily vendors can apply to sell at market for just a few Saturdays per year (\$15/Saturday). Application form and fee must be received at least one week before vendor may sell at the market. This allows time for the Market Manager to process your registration and start promoting your products. **You may not vend on the same day that you apply.**

If a new vendor wants to start selling mid-season, they can contact the Market Manager. The Pre-Season vendor meeting requirement does not apply; a meeting with the Market Manager will allow the new vendor to learn how market works.

A check made payable to the City of Madison is due at the time that you submit your application.

## **Attendance and Promoting Your Products**

When Vendors apply (during the Pre-Season Meeting on March 10, 2020, 6 pm), they will let the Market Manager know which Saturdays they intend to sell at market. This allows the Market Manager to promote your products to our customers in the week leading up to market.

Should extenuating circumstances arise, vendors simply call or text the Market Manger by the night before market or by the start of the market if something happens overnight. This lets the Market Manager plan accordingly (for instance, fill in their stall with a Daily Vendor or let customers know that a certain product won't be at market that day).

If a vendor does not call to notify the Market Manager by the night before market, this will be counted against the vendor during booth spot selection the following year.

## **Manager to Vendor Communications**

The Farmers Market of Madison maintains a vendor's only Facebook page called, "Madison Farmers Market Vendors" at: <https://www.facebook.com/groups/1778495418895940/> . This page is utilized by the manager frequently to make market announcements and as a way to share other important information and for conversing among ourselves. So, upon receipt of your approval to be a vendor, please request to join this group.

## **Market Set Up**

### **Market Layout**

All approved vendors will be assigned stall numbers. Full time vendors will have relatively permanent positions. Daily or infrequent vendors will fill in gaps, typically towards the back of market. A market information booth is located near the Broadway Fountain. A map is available in the vendor application at the back of this packet.

### **Spaces & Stall Assignments**

Spaces are 12' x 15'. Vendors may purchase multiple spaces if space is available.

The Market Manager assigns stall numbers to vendors at the start of each season. A rough map of the market layout (not perfectly to scale) is on page 14.

Assignments are based on seniority, how often a vendor sells at market, and vendor compliance with this handbook. Members from the previous year will have the option to renew the same stall number for the next season.

### **Set Up / Tear Down**

Vendors can drive to their space to unload. They must arrive before 7:30am, and stalls must be set-up by 7:45am. No one may drive through market during market hours. This is a safety concern.

Market runs through 12pm noon. No vehicles may drive through the market for tear-down before 12 noon.

Vehicles must be parked outside of the market, unless a vendor has requested and received written permission from the Market Manager to include your vehicle as part of your market set-up. Parking is available one block away, along Broadway Street.

### **Market Appearance**

Vendors are encouraged to have attractive booths that draw in customers. There are a few rules of thumb for market display. These ideas come from Extension, and are based on watching how customers move through a farmer's market. The full list of ideas is available here:

<https://articles.extension.org/pages/10986/the-art-and-science-of-farmers-market-display>. Here are a few excerpts:

- Create a sense of abundance. Overflowing baskets of produce invite the customer in and makes them want to purchase.
- Make your space customer friendly. Have enough room that they can come under your tent (to get out of the sun or rain). Arrange your display so that customers lining up to pay won't block other customers from seeing your products and prices.
- Add height and depth to your display. Use lightweight racks to display items, and show off the variety of your products (this also helps make the display look full).
- Label it. Customers are often shy about asking prices or names of products. Uniform signs help customers know what they're looking at. If you have an unusual product, add ideas for how to use it in a recipe.
- Use color to highlight your produces. In general, for food products select colors in natural earth tones and avoid loud prints and bright shades. For craft products, let your product guide you.
- More ideas at the website above.

Customers are eager to know where their food comes from, and to get to know vendors' farms.

Each vendor is required to display:

- A sign with the business name and location of the farm or business. To be useful, letters must be 6" tall or more and must be visible from a distance. The market will provide chalkboard signs and chalk for any vendors who do not have their own signage that meets these standards.
- Signs with the products for sale and product prices. This information helps customers find the food they want, provides transparency about pricing, and makes market appear neat and organized. The market will provide chalkboard signs and chalk for any vendors who do not have their own signage that meets these standards.
- A sign showing that the vendor has been approved to sell at market. This will be provided by Market Manager, and must be displayed at your booth every time you sell at market.

Vendors will keep their booths tidy, and clean up their area at the end of each market.

## **Working Together**

We are a community that succeeds together. Two ideas are important here:

- First, "A rising tide lifts all boats." This means that when any vendor does well (provides products customers want, offers high quality food, etc.), the market looks good, overall. This draws in more customers over time, which helps us all.
- The second idea is about pie: as we add more food vendors and have some overlapping products, remember that we're not competing (splitting the pie of customers into ever smaller slices). Instead, we're growing the pie of customers. When we have a more vibrant market, with more good products, we'll bring in ever more customers and we can all sell more.

Remember, customers consider us to be a community of farmers and vendors. Please get to know your neighbors' products, and proudly direct customers to each others' products.

## **Help Promote Market**

You have power and influence! Many people listen to you about food and your products. Invite them to shop at market. Explain why market is special, and why they want to be part of the fun.

Five Easy Ways Vendors Can Help Promote Market

1. Invite your friends and family to come shop at market.

2. Share and comment on our Facebook and Instagram posts to create buzz.
3. Tell your coworkers about market, and what they can buy at market through the season.
4. Post a Farmer's Market flier at your business, church, or favorite shop.
5. Tell others about special happenings at market - the first strawberries or tomatoes, your favorite market musician, an event, etc.

## **100% Producer-Only Market - - No Reselling Allowed**

The Madison Farmers Market is proud to be a producer-only market.

Vendors will sell only produce grown, meat/eggs/honey raised, products created or services rendered by the vendor's farm or business. No product offered at the Madison Farmers Market shall be purchased at an auction, wholesaler, retailer, or any other business. Any vendor found to be buying and reselling goods will be asked to leave the market permanently.

"Vendor" is defined as the producer of goods sold and shall include the immediate family members or employees who assist in the cultivation or production of the products listed in the vendor application.

Vendors must allow site visits upon request, to confirm that the vendor is creating 100% of the products sold at market.

### **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.

### **What Can Be Sold**

- **Produce**
  - Market produce harvested for sale shall not be further processed. No sampling of produce is allowed, per the Health Department rules.
- **Meat/Eggs**
  - Egg producers must be licensed by the Indiana State Egg Board and provide a copy of the license upon request. License must be available to show, at all times. Eggs must be kept at 45°F or less and used egg cartons may only be used if relabeled with vendor name and address as per ISEB requirements. Original brand labeling and date on carton must be covered.
  - Meat producers are required to be registered and/or permitted by the Jefferson County Health Department. A copy of registration and/or permit must be provided upon

application to sell at the market. All meat products must be processed in a state or federally inspected facility and labeled according to the State and Local Health Department guidelines, including farm name and contact information, processor name, product, weight, etc.. Meat must remain frozen. Poultry processed on farm pursuant to 9 CFR 381.10 is permitted to be sold at the market, but is subject to regulation of the Jefferson County Health Dept.

- Several restrictions apply to meat and egg sales. For more information on specific regulations, contact the Jefferson County Health Department, your local extension office or the boards listed below.
  - Jefferson County Health Department (812) 273-1942
  - Board of Animal Health Meat and Poultry Program (317) 544-2400
  - Indiana State Egg Board (765) 494-8510

- **Baked Goods/Food**

- No products that are created from commercial mixes are allowed.
- 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.
- Prior to preparing food to sell at the market, please review the following information regarding HEA 1309 (The Home Based Vender Rule) available at:  
<https://ag.purdue.edu/foodsci/Documents/IN-HEA-1309-fact-sheet.pdf>
- Sample Label: (All lettering on label MUST be in at least 10 pt. font)

**Oatmeal Bread**

1 pound loaf

*Made by:* Jane Doe, Jane’s Bountiful Breads, Seymour, IN

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

*Date prepared:* July 4, 2016

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

- **Honey**
  - Honey Vendors must post a visible sign informing customers of the danger of feeding honey to infants and children less than one (1) year of age.
- **Mushrooms**
  - Mushroom producers must demonstrate proficiency in identification of varieties sold and have proper permits, as may be required by the State of Indiana.
- **Arts and Crafts**
  - All arts and crafts must be hand-made. Reselling pre-made goods is not allowed. Any arts and crafts that include pre-made components must substantially alter the pre-made parts.
- **Food Trucks/Prepared Food Service**
  - Vendors selling prepared food or drinks at market are required to be registered and/or permitted by the Jefferson County Health Department. A copy of registration and/or permit must be provided upon applying to sell at the market. Requirements for these vendors include hand washing stations and other food safety measures. Contact the Jefferson County Health Department for more information.
  - Vendors are encouraged to utilize local ingredients. If you need help finding ingredients from market vendors, contact the Market Manager.

## **Pricing**

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

Prices must be clearly posted for all products.

## **Managing the Market**

### **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; communicating with the Advisory Committee to assess what is going well, what support is needed, etc.; helping organize the Farm to Table dinner or other major fundraiser for market; and other duties as described in the Market Manager job description. Their first duty of each season is to organize the Pre-season meeting and notify all vendors of the meeting.

The Market Manager may 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). This also lets the farmer get to know the manager, ask questions, etc.

The manager is the final authority on the day of market. All decisions may be appealed to the Market Advisory Committee for later consideration.

The Market Manager may be a vendor of the Madison Farmers Market.

The Market Manager works closely with the Farmer's Market Advisory Committee (a volunteer group of vendors that's working to build the market). The Market Manager will report to the Committee on a regular basis and be in weekly conversation with our vendor community. The Committee will provide support and assistance to the Market Manager as we work together to grow this market.

The Market Manager also works closely with the City of Madison. The City has overseen market for years, and is working to actively support the Market. They will support the Market Manager with resources, enforcement of the handbook, connections in the community, etc.

### **Advisory Committee**

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, setup, etc. All vendors are welcome to serve on this committee. Any vendor should plan to sign on for at least one year of service on the committee.

### **The Role of the City**

The Madison Farmers Market is the longest continuously run market in Indiana. Throughout our history, the City of Madison has provided leadership and oversight. They support the market, help enforce rules, and provide resources. The City seeks guidance and expertise from the Advisory Committee, and helps make the market a success.

### **Grievance Policy**

Any grievances regarding a vendor should be directed to the Market Manager in writing, clearly outlining grievance details. The person filing a grievance can also request that the Market Advisory Committee considers their grievance.

**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, issue a verbal warning if necessary, and notify the Advisory Committee and the City of Madison.

**Third instance:** If verbal warnings do not resolve the issue and the vendor repeats the infringement, this will trigger a Grievance meeting of the Farmer's Market Advisory Committee. Committee members will be notified of a meeting, and at that meeting they will review the grievance.

**Grievance meeting:** The vendor or member has the right to respond in writing to the Advisory Committee, to provide proof that the violation is not true or to explain how the violation will be remedied. The Market Advisory 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 Market Advisory Committee for re-admittance and pay appropriate fee(s) prior to selling.

## **Welcoming the Entire Community through Nutrition Programs**

Vendors are encouraged to participate in the WIC, the Indiana Senior Farmers Market Nutrition Program, and SNAP. Vendors accepting WIC must follow all WIC regulations. Contact Legista Wilson to sign up: (317) 233-1327 or [lwilson2@isdh.in.gov](mailto:lwilson2@isdh.in.gov). The market manager will distribute information about how the SNAP program works.

### **More about WIC, ISFMNP, and SNAP**

The WIC program provides nutrition education and supplemental food to pregnant women, infants and children to age 5. The Indiana Senior Farmers Market Nutrition Programs provide fresh, nutritious, unprepared locally grown fruits, vegetables and herbs from farmers markets, roadside stands and CSAs to low-income seniors. SNAP (Supplemental Nutrition Assistance Program) is a federal nutrition program that helps eligible people stretch their food dollars and receive healthy food options.

Market vendors are encouraged to accept all three of the aforementioned program certificates (as applicable to the products sold). Applying to be a WIC, ISFMNP, or SNAP vendor is easy and the Market Manager can assist in completion of the forms if necessary.

## **Sprout Bucks Program**

This is a fun way to draw in families and connect kids with their food. The Market partners with the library, Girls' Inc, etc. to host farm/market related activities (ranging from storytime to crafts, etc.) and then all youth participants go home with a \$5 coupon for market (a "Sprout Buck"). The kids can then spend that money at market. Vendors are fully reimbursed from the Sprout Buck fund, which is sponsored by a community business.

Sprout Bucks will be distributed to local children in increments of \$5.00. If you choose to participate in the Sprout Bucks program, children may use a \$5.00 Sprout Bucks coupon to buy fresh produce, meat, eggs and cheese from your booth. Change will not be issued if purchase does not exceed \$5.00, i.e. vendors do not owe change to children who do not spend the entire amount. All Sprout Bucks are reimbursed to vendors at face value. Vendors may obtain a form from the Market Manager to submit a request for reimbursement of Sprout Bucks redeemed at market. All vendors participating in this program will be reimbursed for redeemed Sprout Bucks coupons within one month by check. We highly encourage vendors to participate in this program as it exposes local children to fresh food options and promotes community use of the market. Sprout Bucks may not be used to buy products other than produce, meat, eggs, cheese and honey.

## **Other**

Each vendor is encouraged to carry liability insurance.

Customers are responsible for controlling their dogs and for any damage their dogs cause. A leash is required at all times. 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.

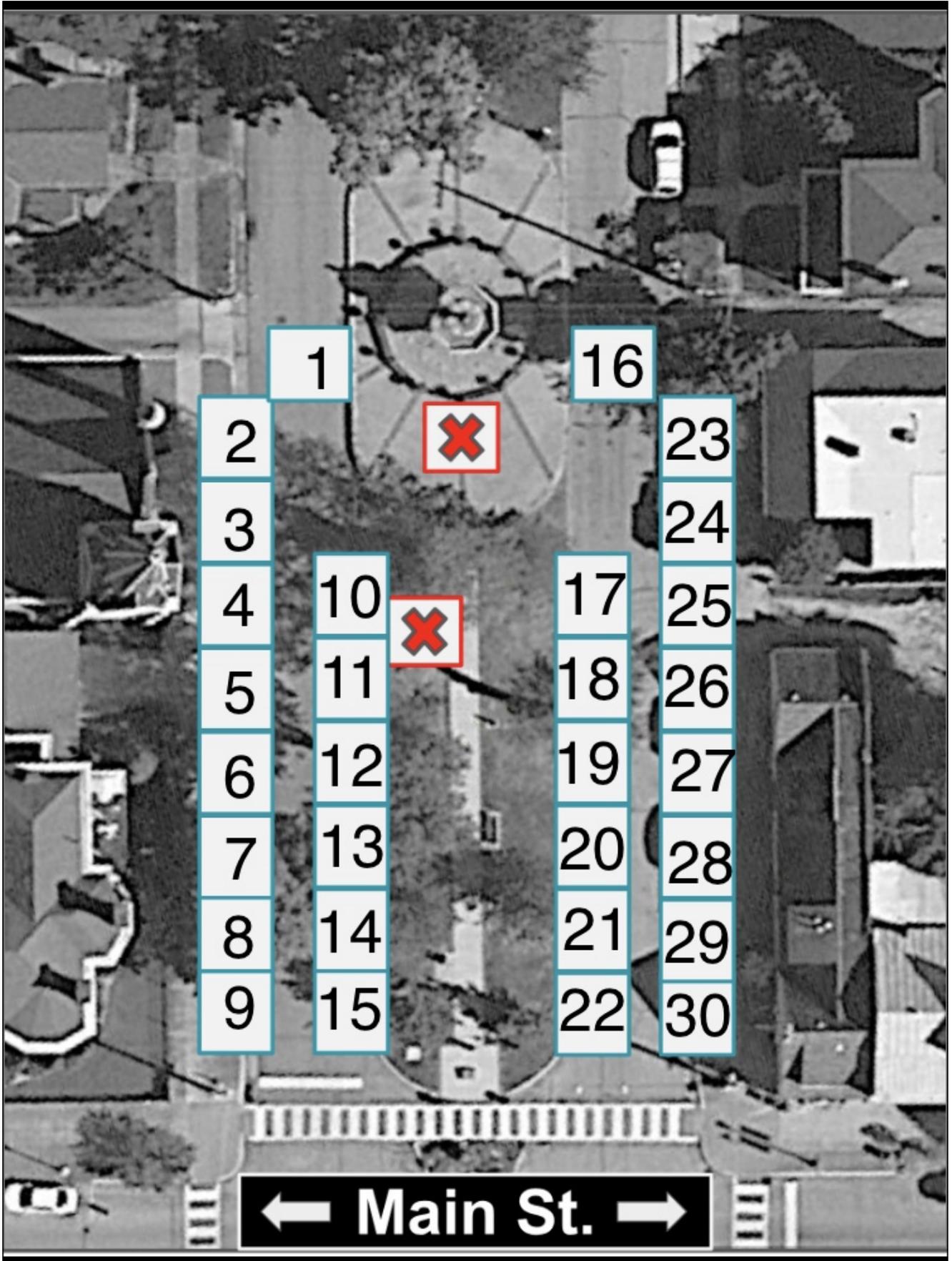
## **Outside organizations**

Organizations who want to host a table at the Farmer's Market should contact the Market Manager. The Market Manager will notify them if their request is accepted.

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 of \$15 to sell at market. If a group is simply promoting their organization, there is no fee. However, we encourage these groups to host a fun, hands-on activity, ideally for kids or families.

### **Updates and Voting**

This handbook may be updated and/or changed each Winter, by the Advisory Committee. Vendors will be updated about changes at the Pre-Season meeting each Spring.





## 2020 Madison Farmers Market Application

Vendor Name(s):	
Name of Farm/Business:	
Name(s) and relationship(s) of all individuals who may also be present to sell at market:	If vendor is under 18, please list parent name(s) here
Mailing Address:	
Location where items for sale are produced (City, County, State)	
Phone(s):	
Email:	
Vendor Type:	<ul style="list-style-type: none"> <li>Full-time Vendor (\$75)</li> <li>Daily Vendor (\$15/day)</li> </ul>
Add-On Fees/Discounts: <i>Optional</i>	<ul style="list-style-type: none"> <li>Electric Access Spot (+\$20)</li> <li>Requested Market Spot - see below (+\$20)</li> <li>First-Time Vendor (-\$10)</li> <li>Late Fee - application received after April 4th (+\$25)</li> </ul>
Specific Spot Request: <i>*Not applicable for TFBs*</i>	<p>Use attached map on page 14 of the Handbook to find the numbered spot. Specific spots are not guaranteed. If you pay the \$20 Requested Market Spot fee, you may list <u>up to</u> 3 choices:</p> <p>1st Choice: _____</p> <p>2nd Choice: _____</p> <p>3rd Choice: _____</p>
General Area Request: <i>Free but not guaranteed</i>	<ul style="list-style-type: none"> <li>East side of Broadway</li> <li>West side of Broadway</li> </ul>

<p>Do you hold the necessary permits?</p>	<ul style="list-style-type: none"> <li>• Yes, I am registered with the Jefferson Co. Health Dept. for my meat products.</li> <li>• Yes, I am registered with the Jefferson Co. Health Dept. for my food truck / prepared food products.</li> <li>• Yes, I am registered with the Indiana Egg Board to sell eggs.</li> <li>• I do not need to register as a Home Based Vendor (for baked and other processed goods), but I am following Home Based Vendor rules and labeling my products according to Home Based Vendor rules.</li> <li>• I do not need to register as a produce grower, but I am following food safety rules as I grow and package my food.</li> <li>• None of these apply to my business.</li> </ul>		
<p>Which Saturdays do you plan to be present at the market?</p> <p>Please check all that apply</p> <p>(Please note: temporary food booth vendors must register with the county for each Saturday date.)</p>	<p><b>Summer Market</b></p> <ul style="list-style-type: none"> <li>➤ April 4</li> <li>➤ April 11</li> <li>➤ April 18</li> <li>➤ April 25</li> <li>➤ May 2</li> <li>➤ May 9</li> <li>➤ May 16</li> <li>➤ May 23</li> <li>➤ May 30</li> <li>➤ June 6</li> <li>➤ June 13</li> <li>➤ June 20</li> <li>➤ June 27</li> <li>➤ July 4</li> <li>➤ July 11</li> <li>➤ July 18</li> <li>➤ July 25</li> <li>➤ August 1</li> </ul>	<ul style="list-style-type: none"> <li>➤ August 8</li> <li>➤ August 15</li> <li>➤ August 22</li> <li>➤ August 29</li> <li>➤ Sept 5</li> <li>➤ Sept 12</li> <li>➤ Sept 19</li> <li>➤ Sept 26</li> <li>➤ October 3</li> <li>➤ October 10</li> <li>➤ October 17</li> <li>➤ October 24</li> <li>➤ October 31</li> </ul> <p><b>Winter Market</b></p> <ul style="list-style-type: none"> <li>➤ November 7</li> <li>➤ November 14</li> <li>➤ November 21</li> <li>➤ November 28</li> <li>➤ December 5</li> </ul>	<ul style="list-style-type: none"> <li>➤ December 12</li> <li>➤ December 19</li> <li>➤ December 26</li> <li>➤ January 2</li> <li>➤ January 9</li> <li>➤ January 16</li> <li>➤ January 23</li> <li>➤ January 30</li> <li>➤ February 6</li> <li>➤ February 13</li> <li>➤ February 20</li> <li>➤ February 27</li> <li>➤ March 6</li> <li>➤ March 13</li> <li>➤ March 20</li> <li>➤ March 27</li> </ul>
<p>Social media page name(s) or website:</p>	<p>Name of Facebook page:</p>	<p>Other social media pages:</p>	<p>Website URL:</p>
<p>Do you agree to let us promote your business?</p> <p>Do not check the boxes if you do not wish to be included in these publicity efforts.</p>	<ul style="list-style-type: none"> <li>• Yes - By initialing below, I give the Madison Farmers Market permission to list my name/business name, phone number and email in publications, website and publicity info strictly for promotion of my business or promotion of the market. Initials: _____</li> <li>• Yes, I give the Market Manager/market committee permission to tag your page or website on social media and include it on other market promotional materials? Initials: _____</li> <li>• Yes, I want to be included in the 2020 Market Map, available at the Market Information tent and on the Market website. Initials: _____</li> </ul>		
<p>Will you help promote Market among your friends, family, community, and coworkers?</p>	<ul style="list-style-type: none"> <li>• Yes, I will!</li> </ul>	<ul style="list-style-type: none"> <li>• No, I can't</li> </ul>	



<ul style="list-style-type: none"> <li>• Peaches</li> <li>• Pears</li> <li>• Peas</li> <li>• Peppers</li> <li>• Persimmons</li> <li>• Plums</li> <li>• Potatoes</li> <li>• Pumpkins</li> <li>• Quince</li> <li>• Radishes</li> <li>• Rhubarb</li> </ul>	<ul style="list-style-type: none"> <li>• Eggs</li> <li>• Turkey</li> <li>• Pork</li> <li>• _____</li> <li>• _____</li> </ul> <p>Miscellaneous:</p> <ul style="list-style-type: none"> <li>• Catnip</li> <li>• Chestnuts</li> <li>• Decorative corn</li> <li>• Gourds</li> <li>• Nuts</li> <li>• Maple syrup</li> <li>• Feathers</li> <li>• Sorghum</li> </ul>	<ul style="list-style-type: none"> <li>• <b>No cream or custard pies.</b></li> <li>• <b>No meringues.</b></li> <li>• <b>No persimmon pudding</b></li> </ul>
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<p><b>Market Manager Use Only:</b></p>	<ul style="list-style-type: none"> <li>• Paid (cash) (check # _____) Date:</li> <li>• No extra permits required</li> <li>• Permits required but not yet submitted</li> <li>• Permits required and submitted</li> <li>• Vendor has been notified that they are accepted i</li> </ul>
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## 2020 Madison Farmers Market Vendor Agreement

This vendor agreement helps ensure the Madison Farmers Market will provide the highest quality local products to the public, and assures that all vendors comply with the same standards. The success of the market relies on the honesty, collaboration, and integrity of each vendor to sustain the spirit of the market. Vendors must accept the terms to participate in the market and abide by the Market Handbook.

1. Madison Farmers Market vendors are creating a community space where customers can find quality local products produced by the vendors, and vendors can earn a living.
2. The Market Manager oversees market and is the final authority on the day of market. All decisions may be appealed to the Market Advisory Committee for later consideration.
3. The Advisory Committee is group of vendors that provides support, feedback, and guidance to the Market Manager. Any vendor can join the committee for one or more year(s) of service.
4. The Market operates under the umbrella of the City of Madison. They support the market, help enforce rules, and provide resources.
5. The main outdoor market is Saturdays, April - October, from 8am-noon. Midweek and winter market details are available in the handbook.
6. Vendors may drive vehicles into market for set up, but must arrive by 7:30am and remove vehicles by 7:45am. No vehicles are permitted inside the market lot unless given direct permission by the Market Manager. This maintains the highest level of safety in the market lot.
7. Vendors will maintain their areas during market hours and help clean the market area before leaving. Vendors will ensure that the space between stalls are safe for strollers, walkers, and people in wheelchairs.
8. Vendors will display a sign with the business name and location of the farm or business. To be useful, letters must be 6" tall or more and must be visible from a distance.
9. This is a 100% producer-only market. Vendors will sell only products grown, products created, or services rendered by the vendors. Reselling is absolutely prohibited.
10. Vendors apply to sell at market annually. Full time and daily vendors must apply before their first day at market. Vendors will inform the market manager about which dates they plan to sell at market. If extenuating circumstances arise (broken leg, sick child, etc.), vendors simply call the Market Manager by Friday (or the start of market, at

the latest). This allows the Market Manager to promote what products and vendors will be at market, and adjust market set up if needed.

11. The Market Manager may request a vendor production site visit, either to help promote the market or to ensure the source of the vendor's products. Vendors must provide detailed directions to the land on which they grow/produce products sold at the market. Refusal to host a site visit excludes the vendor from the Market.
12. The market reserves the right of inclusion/exclusion on a case-by-case basis.
13. Vendors are responsible for complying with all applicable laws, regulations and ordinances (at local, state and federal levels) as related to their particular product(s).
14. Egg producers must be licensed by the Indiana State Egg Board and present a copy of the license when registering to sell at the market. License must be displayed at all times.
15. Bakers/Food handlers must comply with all Jefferson County Health Department Guidelines. Home Based Vendor products must be labeled according to Indiana law (example in handbook).
16. Food truck or prepared food vendors must be registered and/or permitted by the Jefferson County Health Department. A copy of registration and/or permit must be provided upon applying to sell at the market.
17. We strive to welcome all members of our community through community nutrition programs. Vendors interested in participating can talk with the Market Manager for details.
18. Vendors under the age of 18 must have parents' co-signature on vendor agreement. Vendors under the age of 18 must have a parent or adult 18 or older present in order to sell at the market.
19. The Market will authorize vendors offering atypical goods or services on a case-by-case basis.
20. No live animals may be sold or given away.
21. Vendors are responsible for the behavior of their children. Vendors should not allow their children to disrupt other vendors or customers. Children must be supervised at all times.
22. The Market prohibits pricing it determines is noncompetitive. Vendors must have prices clearly posted.
23. Vendors agree to participate in collection of attendance, sales data and pricing info.

24. The market application does not ensure a particular assigned space. The Market Manager assigns stall numbers to all vendors at the start of each season. Circumstances may dictate that a vendor must adjust his or her space.
25. Vendors will never institute any action of suit of law or in equity against the City of Madison or any of their agents or employees as a result of operation under this agreement. Vendor shall not aid in the institution or prosecution of any claims for damages, costs, loss of services, expenses, or compensation for or on account of any damages, loss or injury to person or property as a result of operation under this agreement.
26. Vendor agrees to indemnify the City of Madison and any of their agents or employees from any and all liability, loss or damage, which may be incurred as a result of all claims, demands, cost, judgments, or expenses arising from the vendor's participation in the market.

By signing below, you certify that you have read, understand and agree to adhere to all rules and regulations as stated in above vendor agreement and in the 2019 Madison Farmers Market Handbook. You further understand that failure to comply with said guidelines could lead to termination of participation in the Farmers Market of Madison.

Vendor Name / Name of Business (please print)

: \_\_\_\_\_

Name(s) of anyone else who may sell at market, and who will also uphold this agreement:

\_\_\_\_\_

Vendor Signature (or Parent if vendor is under 18) and Date:

\_\_\_\_\_

Market Manager, Lisa Newlin -- Signature and Date: \_\_\_\_\_