
Madison Main Street Program

P.O. Box 327, Madison, IN. 47250 | www.madisonmainstreet.com | 812-274-0385

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Madison Farmers Market Unveils New Logo

The Madison Farmers Market, with Madison Main Street, is excited to announce the unveiling of a brand-new market logo. Designed to capture the essence of Indiana's oldest farmers market, the updated logo celebrates the market's proud tradition of offering 100% Producer-Only products while looking toward a vibrant future.

The logo development process began in February 2025 with a public call for artist submissions. After reviewing several entries, the Farmers Market Committee selected a design by local artist **Jeremy Feuerstin**. To prepare the artwork for official use, the committee collaborated with local graphic designer **Lindsay Courtney**, who brought the winning concept to life in a digital format.



“Our previous logo served the market well for many years,” said Executive Director Austin Sims. “This new design not only honors the spirit of the market but also symbolizes growth and continued connection to the community and Madison Main Street Program.”

Special thanks to the dedicated volunteer committee, whose time and generosity made the design selection process and the design prize possible.

The Madison Farmers Market also wishes to thank the **Jefferson County Board of Tourism** for its ongoing support. Their 2025 grant has played a crucial role in making this rebranding effort a reality.

To celebrate the launch, a limited run of **new logo merchandise** will be released in the coming weeks. Stay tuned for details!

About Madison Farmers Market

The Madison Farmers Market, a 100% Producer-Only market, has been a staple of the Madison community for over 200 years. Held year-round at the Broadway Fountain, it is the oldest farmers market in Indiana, dating back to 1809. In 2021, the Madison Farmers Market merged with Madison Main Street to ensure continued support and resources for this vibrant entrepreneurial hub.



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About Madison Main Street

Madison Main Street is a nonprofit organization dedicated to revitalizing downtown Madison through collaboration among residents, business owners, property owners, and civic leaders. Focused on historic preservation, economic development, and cultural enrichment, Madison Main Street is committed to ensuring that downtown Madison remains a vibrant and welcoming place for all.

Media Contacts

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Thank you to our committee members!

Jared Bates, Mike Balon, Linda Martin, Belinda Vernon, Jeff Brautigam, Heidi Geiges, Theresa Hitchcock & Margo Olson

