
Madison Main Street Program

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

For Immediate Release

Madison Farmers Market Adjusts Hours of Operation for the 2025 Season

Madison, IN — 12/18/2024 — The Madison Farmers Market with Madison Main Street, will be adjusting its hours of operation starting January 1st, 2025. This change is part of an effort to optimize the Market experience, better serve vendors, and strengthen the event's impact on the local community.

The new schedule for the Madison Farmers Market is as follows:

- **January – February:**
2024-25 Winter Market continues (First Saturday of the month, 9:00 AM-Noon)
January 4th & February 1st
- **March:** (*Vendor Open House – 2025-26' Applications Open*)
2024-25' Winter Market ends (First Saturday of the month, 9:00 AM-Noon)
March 1st
- **April:**
2025-26' Market Begins - Soft Opening (Saturdays 9:00 AM-Noon)
April 1st-30th
- **May – September:**
2025-26' Summer Market Begins (Saturdays 8:00 AM-Noon, with one Evening Market in June, July, Aug. & Sept.)
May 1st – September 30th
- **October- November:**
2025-26' Market Continues - Soft Landing (Saturdays 9:00 AM-Noon)
October 1st-November 30
- **December:**
2025-26' Winter Market Begins (First Saturday of the month, 9:00 AM-Noon)
December 1st

Adjusting for Growth and Vendor Support

This revised schedule builds on the success of the summer evening markets, which were piloted in 2024. The Madison Main Street Program (MMSP) and Market Committee are excited to provide more opportunities for vendors to expand production during peak seasons while maintaining flexibility. The new format shifts the Market from a weekly event to a more focused schedule, allowing staff and volunteers more time for recruitment, training, and strategic planning.



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Though the market will feature fewer events in 2025—43 in total, compared to 54 in 2024—the Madison Farmers Market will continue to offer a high-quality experience for both vendors and shoppers.

Vendor Applications and Community Engagement

Applications for full-time vendors for the 2025-2026 (starting April 4th, 2025) season will open in February 2025. To learn more, interested vendors are invited to attend our Vendor Open House in March, where they can submit applications, ask questions, and network with other vendors.

"These changes will enable our vendor's opportunities to restock, revamp, and prepare for a bigger summer market season, making our farmers market a must-see event. It gives us time to plan exciting summer events and more opportunities for the community to engage and participate in our market." Brittany Demaree, Madison Farmers Market Manager

"With our passionate farmers, amazing makers, fabulous bakers, devoted volunteers, generous sponsors, loyal shoppers, and great friends like the City of Madison and Trinity United Methodist Church, you just know what a treasure the Madison Farmers Market really is." Jared Bates, Madison Farmers Market Committee Chair

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.

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.

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Thank you to our committee members!

Brittany Demaree, Jared Bates, Mike Balon, Linda Martin, Belinda Vernon, Jeff Brautigam, & Heidi Geiges

