



# MARKET HANDBOOK MADISON FARMERS MARKET 2022

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The Madison Farmers Market is managed by  
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## 1. Mission

The mission of the Madison Farmers Market is to connect local producers of fresh food and other quality items with Madison's residents and visitors, thereby helping to provide the quality of life necessary for a vital downtown.

## 2. 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 a successful market is a direct relationship between producer/artisan 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. Vendors are expected to speak positively of and interact respectfully with all persons in attendance at market.

## 3. Market Management

The Madison Farmers Market is managed by a Market Manager, Farmers Market Committee Chair and Farmers Market Committee who work under the direction of the Madison Main Street Program Board along with the Executive Director of MMSP. These managing groups work together to strengthen and grow the Madison Farmers Market.

### 3.1 *Market Manager*

The Market Manager is an employee of Madison Main Street Program (MMSP) who collaborates with the Farmers Market Committee Chair and reports to the MMSP Executive Director. The Market Manager may not be a vendor of the Madison Farmers Market. The Market Manager is the final authority on the day of market and is responsible for all day of operations. Additionally, the Market Manager will serve on the Farmers Market Committee, coordinate the vendor application process, maintain the vendor database, staff the market information booth, serve as a liaison and representee of the market with the City of Madison, coordinate applications with nutrition programs, assist with organization & coordination of the Farm to Table dinner or other major fundraiser for market and other duties as described in the Market Manager job description.

### 3.2 *Farmers Market Committee Chair*

The Farmers Market Committee Chair will receive reports from the Market Manager and act as liaison to the MMSP Board of Directors and MMSP Executive Director. The Committee Chair speaks for the MMSP Board at the Farmers Market Committee meetings and when otherwise required. The Committee Chair shall be a sitting board member of MMSP and appointed by the MMSP Board.

### 3.3 *Farmers Market Committee*

The Farmers Market Committee is a volunteer group of vendors and community members that supports the market for Madison Main Street Program. All vendors are welcome to participate with this committee. The committee meets the last Wednesday of the month at 6:00 pm.

Committee meetings may take place in person or virtually. The date of the meetings may change at the discretion of the committee. Minutes of each meeting will be shared with all vendors via the private, Vendors Only Facebook group after each committee meeting.

### *3.4 Madison Main Street Program*

The Madison Farmers Market is managed by Madison Main Street Program. MMSP is a 501(c)(3) organization designated by Indiana Main Street and accredited by the National Main Street Center. This organization is dedicated to preservation based economic development of the historic landmark district and commercial shopping district of downtown Madison, Indiana. MMSP is made up of a volunteer-based board and committee leadership that function alongside an Executive Director.

## **4. General Operations**

The Madison Farmers Market is a 100% producer only, year-round Market with two seasons: Summer and Winter Market. Both Summer and Winter Market are staffed by the Market Manager along with volunteers who assist as needed. Both market seasons are promoted widely via social media, print and radio advertising. Both markets are held on Broadway Street in downtown Madison, Indiana.

Market hours, fees for season vendors, and details regarding set up can be found in the [Market Schedule & Fees Table](#). Vendors are expected to stay through the end of each market day they attend to provide a full market to shoppers. Vendors may leave early only under extenuating circumstances and with permission of the Market Manager.

During Winter Market vendors are permitted to apply for an indoor space in the Fellowship Hall of Trinity United Methodist Church (412 West Main Street, Madison). Limited spaces are available and will be assigned on a first come, first served basis.

### *4.1 Producer Only Market*

The Madison Farmers Market is proud to be a 100% producer-only market. Vendors will sell only produce grown, flowers 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. Absolutely no reselling of products is permitted. 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.

## 4.2 Market Schedule & Fees

	<b>Summer Market</b>	<b>Winter Market</b>
<b>Season Opens</b>	First Saturday in May	First Saturday in October
<b>Season Closes</b>	Last Saturday in September	Last Saturday in April
<b>Vendor Fee</b>	\$75	\$25
<b>Market Hours</b>	8 am – 12 pm	10 am – 12 pm
<b>Set Up</b>	7 am – 8 am	9 am – 10 am
<b>AM - Vehicles Permitted</b>	7 am – 7:45 am	9 am – 9:45 am
<b>Tear Down</b>	12 pm – 1 pm	12 pm – 12:30 pm
<b>PM – Vehicles Permitted</b>	After 12 pm Only when pedestrians are NOT present in the market	After 12 pm Only when pedestrians are NOT present in the market

*The timelines for the Madison Farmers Market road closures are subject to change per the City of Madison Street Closure agreement. Vendors will be notified of any changes as soon as they are made.*

There may be days where market is extended or limited in hours in response to events happening in Madison or holidays. These schedule changes will be reviewed and voted upon by the Farmers Market Committee and may require approval from the City of Madison Street Department if it differs from our current street closure agreement. Vendors will be notified via the private Vendors Only Facebook group and via email to any changes made to the schedule.

## 4.3 Market Cancellation Policy

In case of severe weather or unforeseen circumstances, Market may be closed at the discretion of the Market Manager and Farmers Market Committee Chair. Closing market is viewed as a last resort and will only be done when the predicted weather or unforeseen circumstances present a potential safety hazard for market vendors, staff and customers beyond what staff can reasonably be expected to accommodate. Every effort will be made to make this call by 6:00 pm on the Friday night before market. Market Management may have to close on the morning of or in the middle of market. Vendors will be notified via email and the private, Vendors Only Facebook group as soon as a decision has been made. No refunds will be provided. Daily vendors may choose to reschedule at no cost at the discretion of the Market Manager. In case of inclement weather during the Winter Market, outdoor vendors can move inside to utilize remaining spaces on a first come, first served basis.

## 4.4 Set Up / Tear Down

Vendors may bring vehicles into the market space to aid in the set-up of booths. No vehicles are allowed to remain in the market space after 7:45 am for Summer Market and 9:45 am for Winter Market. These times are set to ensure the safety of all those in attendance. Vendors unable to arrive early enough to unload their products and remove their vehicle from the market space by

7:45 am for Summer Market and 9:45 am for Winter Market must carry their goods into the market space.

Market runs through 12 pm during both seasons. No vehicles may drive through the market for tear-down before 12 pm. Vendor Vehicles may only drive through market after 12 pm if pedestrians are not present. Vendors who drive their vehicles into market during market hours may face expulsion from the market.

Vendors entering and leaving the market during set up and tear down may need to move barricades that are used to close the street. It is the responsibility of the individual who moves the barricades to place them back before leaving to ensure that the street remains closed and safe for all those in the market space.

Vendors Vehicles must be parked outside of the market.

The Madison Farmers Market Vendors are expected to occasionally assist with set up and tear down of market related items such as barricades, signage and other related items. Volunteer opportunities will be shared in the Vendor Only Facebook group and via email.

#### 4.5 Pedestrian Only Market and Street Closure

The Madison Farmers Market is a pedestrian only market. Vendors' vehicles are only permitted within the market space during set up and tear down and must be removed immediately afterwards. The market follows the guidelines of the street closure agreement with the City of Madison and any vehicles within the market space during the market closure will be towed at the owner's expense. Any other vehicles including, but not limited to, motorized vehicles, golf carts, bicycles, skateboards and other such means of transportation are not permitted within the Market Space. All persons violating this will be asked to leave the market.

#### 4.6 Pet Policy

Pets are permitted only within the outdoor market space. Please do not enter the prepared food area or indoor market space with pets. Pets are to be kept on a leash at all times. Patrons are asked to ensure that their pets are respectful of vendors and other visitors to the market. All pet owners are responsible to clean up after their pets.

#### 4.7 Food Samples

Currently no food samples may be distributed due to COVID and per the Jefferson County Health Department.

#### 4.8 COVID Policy

The Madison Farmers Market will adhere to the latest regulations and recommendations from city, state and national healthcare organizations. Because of changing regulations, the market's COVID policy is subject to updates.

## 5. Application Process

A vendor may apply at any time during the year by contacting the Market Manager for a vendor application. A vendor meeting will be held twice per year prior to the application opening for the Summer and Winter Markets. Attendance at this meeting is not required to sell at the market but may be especially beneficial for new vendors to the market.

The vendor application and fee must be received at least one week before a vendor may sell at the market. After a full application has been received, including any required documents, the vendor application will be reviewed by members of the Farmers Market Committee for a decision. The vendor will be notified via email of the decision on their application. If a vendor is not approved their vendor fee will be refunded.

All vendors interested in attending the Madison Farmers Market must submit a new application, including all required documents, each season.

### 5.1 Required Documents for Application

Vendor Type	Documentation
All vendors	Copy of Liability Insurance with Madison Main Street Program (321 West Main Street, Madison, IN 47250) listed as additionally insured
All vendors subject to sales tax	Sales Tax Certificate
Vendors selling eggs	Must be registered with and provide a copy of a current Retail Certificate of Registration from the Indiana Egg Board
Vendors selling meat	Must be registered with and provide a copy of a current Retail Food Establishment License from the Jefferson County Health Department
Prepared food vendors	Must be registered with and provide a copy of a current Retail Food Establishment License from the Jefferson County Health Department

*Note: Additional paperwork may be required depending on the item's vendors intend to sell. All vendors are required to list items sold on their application and notify the Market Manager in advance if this list changes so that applicable paperwork/licensing can be submitted for review.*

It is the responsibility of the vendor to know what products require certificates and/or permits for items to be sold legally. It is not the responsibility of the Madison Farmers Market or organizers, to inform vendors what products require said certificates. It is the responsibility of vendors to provide market management with copies of all permits and certificates as a part of the application process, prior to the application being reviewed for a decision and prior to being permitted to sell any products. This includes all permits, licenses and proof of liability insurance. Vendors are responsible, when required, to contact the Jefferson County Health Department to ensure they are aware of and will comply with all necessary permits and certificates.



Additional information regarding the requirements for a Home-Based Vendor can be found in section 7.1.6.

## 5.2 Insurance & Sales Tax Requirement

Madison Main Street Program maintains a liability insurance policy covering injuries that may occur at the Madison Farmers Market. This policy covers the Market in general and is intended to work in conjunction with individual policies provided by the vendors.

There are two types of insurance purchased by farmers market vendors— overall liability (slip and fall) and product liability. Insurance is frequently a large expense and vendors are encouraged to fully understand the policy being purchased and shop around for the best coverage and rates. The kind of policy purchased and how much coverage needed should be discussed with an insurance professional.

### 5.2.1 Liability Insurance:

Liability Insurance covers the farmers market for accidents that may occur at the market during business hours, such as customer falls and injuries. These are also known as “slip and fall” policies. This type of policy does not cover illness that may result from spoiled products. Because vendors themselves could get injured while at the market, the Madison Farmers Market includes a “hold harmless” clause as part of the market rules in which states:

*The vendor “understand[s] and agree[s] to the Waiver of Liability and agree to hold harmless, the City of Madison, Indiana, Madison Main Street Program and its agents, employees, assigns and each of them from any loss, liability, damage or costs they may incur due to the presence of the undersigned in or upon the City’s property, whether caused by the negligence of the City of Madison, Indiana, Madison Main Street Program and its agents, employees, volunteers, assigns or otherwise.”*

[Sample COI’s can be found at the end of this handbook.](#) These COI’s are *for reference only* and may not fully reflect required liability coverage.

### 5.2.2 Product Liability Insurance:

Product Liability policies cover the individual vendors for liability from the products they have sold. Producers who sell value-added products and do sampling events may want to purchase this type of insurance. Policy cost is usually based on gross sales. Most companies have a minimum policy that reflects higher gross sales than most farmers market vendors enjoy.

A farm or homeowner’s policy might not provide the sufficient coverage required for a vendor to sell at market. The vendor is responsible to check with their insurance provider to determine if their coverage is sufficient or needs adjusting. To help protect themselves from liability claims, value-added product producers should carefully follow the correct procedures and keep meticulous records on the steps and safety practices used in every batch of product they make.

All vendors will be required to provide a general liability certificate or a personal liability certificate as a part of their application to the Madison Farmers Market. The liability coverage shall be 1 million for single occurrence and 2 million for aggregate coverage with the Madison Main Street Program, its employees and Board Members listed as an additional insured and shall include a waiver of subrogation and non-contributory clauses. The issuing insurance company shall have an A.M. Best rating of B++ or better. If a vendor is selling alcohol the coverage should be 2 million for single occurrence and 5 million aggregate coverage for both general liability and liquor liability, with the same clauses and rating requirements.

**Information required to add Madison Main Street Program as additionally insured:**

Madison Main Street Program  
321 West Main Street  
Madison, IN 47250

*Vendors should have their insurance agent note that this certificate is for the Madison Farmers Market.*

### 5.2.3 Sales Tax

Each vendor is responsible for charging sales tax as appropriate to his or her taxable products. A copy of the vendor's Indiana Sales Tax Certificate shall be included in the vendor application, as required by the state. The Indiana Sales Tax Certificate shall be posted at all times, as required by the state of Indiana.

## 5.3 Market Layout & Booth Assignments

After an application is received, and if the vendor is approved, the vendor will be assigned one (roughly) 12'x15' booth space at market. Vendors can pay an additional season fee (\$75 for Summer Market, \$25 for Winter Market) for a second booth space if space permits – limit of two booths per vendor. This booth space shall belong to the vendor for the season however changes to a vendor's booth location may be required at the discretion of the Market Manager.

A vendor will select their preferred booth location during the application process. While every effort will be made to accommodate the vendor's requested location, the Market Manager and Farmers Market Committee Chair will have final say on booth assignments. Vendors who commit to attending weekly will be assigned permanent booth location while vendors who attend part-time or on a daily basis may receive a booth location that changes from week to week. These assignments will be made prior to the first market of the season and presented to the Farmers Market Committee for their information. A map is available on last page of this handbook as a point of reference. Booth spaces, numbers and locations are subject to change.

## 5.4 Vendor Visits (formerly Farm/Site Visits)

The Market Manager, Farmers Market Committee Representative, MMSP Executive Director, and/or Madison Main Street Program Board-member will visit each farm/kitchen/art/craft studio to get to know the Madison Farmers Market's Vendors. The purpose of these visits will be to

confirm that the vendor is creating 100% of the products sold at market, take pictures and gather quotes/content for publicity and features on Social Media/website to highlight the vendor's business. This also lets the vendor get to know the market management and ask questions, etc.

These visits will be scheduled, if possible, when the vendor is in season for their product. Vendor Visits are required for all vendors at least once during their tenure as a vendor at the Madison Farmers Market but may be repeated at the discretion of the Market Manager, Farmers Market Committee Chair, MMSP Executive Director and/or MMSP Board of Directors. Vendors may be asked to allow additional site visits upon request.

### 5.5 Daily Vendors

Daily Vendors can apply to sell at the market for one or a few Saturdays with booths assigned based upon availability. Daily Vendor Fees are \$15 per day. All other rules, guidelines, policies and procedures as outlined in this handbook will apply to daily vendors as well.

### 5.6 Prepared Food Service/Food Truck

Food Truck/Prepared Food Service Vendors may be assigned to a rotating schedule, at the discretion of the Market Manager, in order to keep each vendor from being overwhelmed. The Vendors will submit the Farmers Market Vendor application and \$40/season fee. This fee is the same for both Winter and Summer Market. Food Truck/Prepared Food Service Vendors shall notify the Market Manager one week prior, or as soon as possible, if they will not be attending the market on the days they have identified as their scheduled markets or if they are unable to attend their assigned markets.

The Madison Farmers Market has picnic tables and benches available to the customers of the Prepared Food Service/Food Trucks attending the market. It is the responsibility of the Prepared Food Service/Food Truck vendors to inform the Market Manager that they would like to utilize these items. It is also the responsibility of said vendor to set up the tables and benches prior to market opening and return them to the storage space at the end of the market if they would like to use them. The tables and benches should be checked at the end of every market by the vendor using them and wiped down if necessary. All other rules, guidelines, policies and procedures as outlined in this handbook will apply to prepared food service/food truck vendors as well.

### 5.7 Information/Promotional Tables

The Madison Farmers Market does not host informational or promotional tables. The Market Space is reserved for vendors.

## 6. Guidelines for Selling

### 6.1 Attendance and Promoting Your Products

As part of the application process, vendors will indicate on their application which Saturdays they intend to sell at the Madison Farmers Market. This information will be used as a guide by the Market Manager and Farmers Market Committee Chair when considering booth assignments. The Market Manager will check in with each vendor at the end of the month about their

attendance for the coming month. The dates provided by the vendor will be referred to as “scheduled markets”. This information not only allows the Market Manager to promote vendor’s products to the farmers market customers in the week leading up to market, but also allows the Market Manager and Farmers Market Committee to solicit new vendors to fill empty spaces within the market.

Vendors that fail to appear to two scheduled markets in a row, shall forfeit their assigned premier booth location and will be reassigned a booth space based upon availability. Vendors shall notify the Market Manager, at minimum, one week prior if they will not be able to attend the market.

## 6.2 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 came from the Purdue Extension Office and are based on watching how customers move through a Farmers Market.

### **Create a sense of abundance**

Overflowing baskets of produce invite the customer in and makes them want to purchase.

### **Make vendor spaces customer friendly**

Have enough room that customers can come under the tent (to get out of the sun or rain). Arrange display so that customers lining up to pay won’t block other customers from seeing products and prices.

### **Add height and depth to displays**

Use lightweight racks to display items and show off the variety of your products. Doing 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. For unusual products, add ideas for how to use it in a recipe or provide a recipe card.

### **Use color to highlight produce**

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.

### **Be ready before the customers arrive**

Many of our customers arrive a few minutes early to market, eager to see what is available that day. When coming across an event that is still being set up many customers will walk on by. Be sure to plan into your schedule time to arrive at the market, unload, and be set up at least a few minutes ahead of the market opening.

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

### 6.3 Booth Requirements

1. Display: A sign with the business/farm name and location. To be useful, letters must be 6" tall or more and must be visible from a distance.
2. Display: Signs with the products for sale and product prices. This information helps customers find the items they want, provides transparency about pricing, and makes the market appear neat and organized.
3. Display Indiana State Sales Tax Certificate (in accordance with state law for taxable products).
4. Display Certification of scale as required, if used.
5. Display an Approved Vendor sign which will be provided by Market Manager at the beginning of each season. It is the vendor's responsibility to bring this sign to market, and it must be displayed at the vendor booth every time the vendor sells at market.
6. Vendors are required keep their booths tidy and clean up their area at the end of each market. A clean up fee of \$20 will be charged to vendors that do not properly clean-up their booth. This fee will be charged to any vendor that leaves trash and/or other items at their booth upon departure from market. The fee must be paid prior to the next weekend in attendance or before a subsequent application will be approved. Vendor will not be allowed to return until this fee is paid in full.
7. Indoor Vendors are expected to assist in the clean-up of the indoor market space. This includes putting all tables and chairs back to where they were prior to market set up beginning, vacuuming the floors of the fellowship hall and wiping down surfaces if necessary.
8. Tents must be weighted with 20 lbs. (minimum) per tent leg any time a tent is used.
  - a. Tents can be weighed down in a variety of way including tent/canopy weight plates, or DIY tent weights made of items such as sandbags or cement filled PVC pipe.
  - b. Tents **may not** be weighed down or secured via ground stakes or bungee cords.
  - c. It is not sufficient to set the weights on the feet of the tent – the weights must be securely attached to the tent.
  - d. Weights must be secured and placed in a manner that does not create a safety hazard. They must be tethered in such a way that they will not cause a trip hazard. Weights must be on the ground (NOT above people's heads).
  - e. Vendors with tents that are not weighed down will be asked to break down their tent for the safety of all those within the market space.
  - f. Suggestions for tent weights can be found here:  
<https://www.playfishers.com/DocumentCenter/View/798/Tent-weight-requirements-Fishers-Farmers-Market-exhibitors>

### 6.4 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.

## 6.5 Selling Products by Weight

A certified scale must be used if products are sold by weight. Appropriate certification shall be posted at all times. Scales are to be certified by the Indiana Weights and Measures program, administered by the Department of Health. The Weights and Measures official will need to inspect and pass your scale before it can be used at market.

## 7. 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 and representatives of the Jefferson County Health Department, if required, in order to ensure compliance of the rules of the market. The lists below of both permitted and not permitted items is not exhaustive and is subject to change based upon direction from the Department of Health.

### 7.1 Permitted Items

#### 7.1.1 Produce

- Whole and unprocessed.
- Market produce harvested for sale shall not be further processed.
- No sampling of produce is allowed, per the Indiana/Jefferson County Health Department rules.

#### 7.1.2 Eggs

- Egg producers must be licensed by the Indiana State Egg Board and provide a copy of the license upon request. License must be posted, at all times.
- Copy of egg permit/license must be provided with Vendor Application.
- Eggs must be kept at 45°F or less.
- Egg cartons may only be used if relabeled with vendor information as required by law. Original brand labeling and date on carton must be covered.
- Several restrictions apply to 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

#### 7.1.3 Meat

- Meat producers are required to be registered and/or permitted by the Jefferson County Health Department.
- A copy of the meat permit/license must be posted at the Vendor Booth at all times.

- 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 and/or 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

#### 7.1.4 Pet Food

- An Indiana Commercial Feed License must be obtained and displayed. All applicable rules must be followed

#### 7.1.5 Baked Goods/Food

- No products that are created from commercial mixes are allowed.
- All home baked goods must be produced by the vendor exclusively in their home-based kitchen or inspected commercial based kitchen

#### 7.1.6 Home Based Vendors

- All Home-Based Vendor products must include a label that states the following, in addition to the product, ingredient, and vendor information required that is shown below: "This product is home produced and processed, and the production area has not been inspected by the State Department of Health."
- Label shall be affixed to packaging and include: 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 Vendor Rule) available at: <https://ag.purdue.edu/foodsci/Pages/IN-HEA-1309-info.aspx>
- Sample Label: All lettering on label MUST be in at least 10 pt. font and must contain the following:

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.  
Price

<p>Produced by: _____</p> <p>Address: _____</p> <p>_____</p> <p>_____</p> <p>Quantity _____</p> <p>Ingredients: _____</p> <p>_____</p> <p>Date Produced: ____/____/____</p> <p><b>This product is home produced and processed and the production area has not been inspected by the State Department of Health.</b></p>
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#### 7.1.7 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.

#### 7.1.8 Mushrooms

- Mushrooms must be identified and clearly labeled, as required by the State of Indiana.

#### 7.1.9 Arts and Crafts

- All arts and crafts must be hand-made.
- Reselling pre-made commercially produced goods is not allowed.
- Any arts and crafts that include pre-made components must substantially alter the pre-made parts.

#### 7.1.10 Plants and Flowers

- Plants cannot be commercially purchased to be repotted to sell.
- Cut Flowers cannot be commercially purchased.



- Plant/Flower starts must be grown by seed by vendor and/or propagated no less than 6 weeks by the vendor on their property
- It is illegal to sell, gift, barter, exchange, distribute, transport or introduce invasive plants in the State of Indiana. For a full list of terrestrial invasive plant species visit [the DNR Website](#).

#### 7.1.11 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 shall be provided upon with application to be a vendor.
- A copy of registration and/or permit shall be displayed when set up as a vendor at the market at all times.
- Requirements for these vendors include hand washing stations and other food safety measures. Contact the Jefferson County Health Department for more information.
- Food Truck/Prepared Food Vendors are encouraged to utilize local ingredients from other vendors at the Madison Farmers Market. If you need help finding ingredients from market vendors, contact the Market Manager.

## 7.2 Prohibited Items

Some Prohibited Items Include:

- Canned goods, with the exception of jams and jellies. Cannot be low sugar jams or jellies
- Pickles, unless produced with the vinegar method. Cannot be sold in a sealed jar.
- Cream or custard pies
- Meringues
- Persimmon pudding
- Pickled foods, including veggies, and other acidified foods
- Pumpkin and pear fruit butters
- Using of "reduced oxygen packaging" (ROP) methods
- Canned or hermetically sealed containers of acidified or low-acid foods (such as pickles, salsa)
- Cut melons
- Non-modified garlic-in-oil mixtures
- Cut tomatoes and cut leafy greens (salads)

Reference Indiana Cottage Laws and Jefferson County Health Department for the full list of food products prohibited by the state of Indiana. This list is subject to change. All vendors are encouraged to reach out to the Market Manager when looking to add a new product so that all parties can confirm with the Health Department that it is an item permitted for sale.

### 7.3 New Items

Vendors should list all products they wish to sell at market on their Vendor Application for review. Any new product offerings not listed on the Vendor Application should be submitted in writing to the Market Manager for review and approval.

## 8. Nutrition Programs

### **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/SNAP/other similar programs shall follow all current rules and regulations. The Market Manager will maintain the current contact information and enrollment guidelines for the WIC/SNAP/similar programs.

The Madison Farmers Market is currently a WIC approved market. At the time of the publishing of this handbook The Madison Farmers Market is not currently able to participate in the SNAP program due to staffing constraints.

#### *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 directing vendors to the necessary forms if needed.

## 9. Market Events

The Madison Farmers Market will host events during the Summer and Winter Market seasons to encourage customer attendance.

### 9.1 Market Musicians

Market Musicians and performances are coordinated with the assistance of the MMSP Promotions Chair during the Summer Market season. Priority consideration will be given to local artists and preference is given to solo, duo or trio acts. All Market Musicians will sign a waiver prior to their performance date. The Market will provide a tent, only if requested, and access to electricity, if needed. Market Musicians are responsible for providing all other necessary equipment. Market Musicians are permitted and encouraged to set up a merchandise table if desired.

Anyone interested in participating as a Market Musician should contact the Market Manager directly. Unscheduled busking is not permitted.

## 9.2 Other Events

The Market Manager will occasionally coordinate events to be held at the Market with local organizations at the Market Managers discretion with the support and assistance of the Farmers Market Committee Chair and MMSP Board as needed.

# 10. Promoting the Market

The Market Manager directly oversees and creates content for the social media pages of the Madison Farmers Market. Farmers Market Committee Chair and MMSP Executive Director provide additional oversight to the Farmers Market social media pages. The Farmers Market Committee Chair, Promotions Chair and Executive Director assist in promoting the market through the social media pages for MMSP. These pages are utilized to promote the Madison Farmers Market and all of its vendors. Vendors participate directly in promoting the market through self-promotion of their businesses.

## 10.1 Social Media – Madison Farmers Market

Social Media is a free and relatively easy form of advertising that can help customers get to know vendors and their businesses better. All vendors are strongly encouraged to utilize social media for their businesses.

The Madison Farmers Market maintains two main social media profiles on Facebook and Instagram. We can be found on Facebook at Farmers Market of Madison, IN or on Facebook and Instagram @MadFarmersMarket. The hashtag #MadFarmersMarket and the handle @MadFarmersMarket as a way to align the market with the social media profiles of the managing group, Madison Main Street Program, @MadMainStreet.

When sharing posts on social media, vendors are encouraged to tag the market account and utilize the hashtag, #MadFarmersMarket, to tie in posts with those made by the market. This also allows market management to be notified of post made by vendors to re-share those with the followers of the market social media accounts.

In addition to the hashtag #MadFarmersMarket, other hashtags are often used to promote the market. Hashtags on social media serve as an indication that a piece of content relates to a specific topic. Utilizing hashtags on social media posts help make content more easily found when searching on a social media platform.

Other hashtags often used in posts by the market:

#FarmersMarketsAreEssential

#FarmersMarketSaturdays

#FarmFresh  
#FarmtoTable  
#ShopSmall  
#ShopLocal  
#YearRoundMarket  
#MadisonIN  
#MadisonIndiana  
#VisitMadisonIN  
#IndianasMusicCity

## 10.2 Expectation of Vendors

All vendors are expected to follow the Madison Farmers Market social media pages and share the posts made by the market. This along with vendors posts shared by the market accounts enhances the outreach of the farmer's market.

@MadFarmersMarket shares market updates including, but not limited to upcoming events at market, market closures and market and product previews for upcoming weeks. In order to continue growing the market, vendors and market management need to function together and promote one another.

Vendors have power and influence! Many people are eager to learn about food and products sold at the market. Invite everyone to shop at the farmer's market. Explain why market is special, and why all want to be part of the fun.

### *Six Easy Ways Vendors Can Help Promote Market*

1. Share about products on Facebook, Instagram, TikTok and other forms of Social Media.
2. Invite friends list to their social media Business Page (s) and the Madison Farmers Market page(s).
3. Invite friends, family & coworkers to come shop at market.
4. Share, comment and tag the Farmers Market of Madison, Indiana Facebook and Instagram page & posts to create buzz.
5. Check out other Farmers Market's social media, replicate what is appealing or use the ideas to create some original social media content.
6. Be excited about the Market! From the products to the music & food! People will react to positive energy and a buzz will be created.

## 10.3 Farmers Market Vendors Only Facebook Group

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 group is utilized by Vendors, the Market Manager, Farmers Market Committee Chair and, when needed, the MMSP Executive Director, to make market announcements, share important information, share social media tips, share local resources, and for conversing among ourselves. **This page is the primary way information and updates are disseminated to vendors.** Vendors

are expected to not only join this page but to check it frequently for updates, news regarding market and announcements from the Market Manager.

Upon receipt of approval to be a vendor, a link for this group will be sent to the vendor to allow them to join this private group. Membership will be removed for those that are no longer a Vendor for the Madison Farmers Market. One way that this group is utilized by the Market Manager is for weekly updates regarding upcoming markets. Market management may ask if there are items that vendors would like the market to specifically promote, if any items are coming into their season on farms that we should be promoted, or if vendors have any specials or sales for the upcoming weekend.

The Vendor Only Group members may include vendors who are not in season so that they are able to stay up to date on upcoming events and announcements regarding the market.

## 11. Grievance Policy

To file an official grievance against another vendor, the grievance must be sent in writing accompanied by a \$50 “good faith” check to the Market Manager. The Market Manager will then submit this claim to the Farmers Market Committee Chair for further investigation. If necessary, a farm inspection against the accused vendor will be completed by members of the Farmers Market Committee and/or the MMSP Board. If the grievance is found to be valid, the \$50 “good faith” check will be returned. If the grievance is found to be unfounded, the check will be forfeited and deposited in the market’s general funds with a letter of explanation sent to the complainant.

All other grievances not related to other vendors at the Madison Farmers Market must be submitted in writing to the Market Manager. The Market Manager will report grievances directly to the Farmers Market Committee Chair who reports to the MMSP Board.

The Market Manager is the final authority on the day of market. All issues at the market will be relayed to the Farmers Market Committee Chair within 2 days of the incident who will communicate the information to the MMSP Executive Director when necessary. Decisions may be appealed to the MMSP Board for later consideration.

If warranted, the Farmers Market Committee may issue a letter of warning. The MMSP Board shall be notified of all such events. Final authoritative action rests with the MMSP Board who may issue a suspension or expulsion from the market.

Fees will not be refunded if a vendor is suspended or expelled. Vendors wishing to return to the market following an expulsion may apply the following year (all regular fees apply). This new application will be reviewed at the Madison Main Street Program Board level for a decision.

Acknowledgement and acceptance of the Madison Farmers Market rules and regulations on the Vendor Application shall be considered the initial warning for ALL vendors. The application contract shall be taken with earnest and intent.

## 12. Updates

This handbook shall be reviewed/updated each January by the Farmers Market Committee. Updates will then be sent to the MMSP Board for final approval. Vendors will be notified about changes at the Pre-Season meeting, prior to the Summer Market opening weekend.

### 13. Sample Certificates of Insurance

The following COI's are for reference only and may not fully reflect required liability coverage.

<b>CERTIFICATE OF LIABILITY INSURANCE</b>		DATE (MM/DD/YYYY) 03/03/2022																																					
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<b>CERTIFICATE HOLDER</b> Madison Main Street Program PO Box 327 Madison, IN 47250 Attn: Gina Johnson madisonfarmersmarketmanager@gmail.com		<b>CANCELLATION</b> SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS. AUTHORIZED REPRESENTATIVE AGENT SIGNATURE HERE (for reference)																																					





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A	Homeowners			9999999999	03/03/2022	03/03/2023	Personal Liability OCCURRENCE \$1,000,000

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

Farmers Market Madison, IN 47250

CERTIFICATE HOLDER Madison Mainstreet Program PO Box 327 Madison, IN 47250 Attn: Gina Johnson madisonfarmersmarketmanager@gmail.com	CANCELLATION SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS. AUTHORIZED REPRESENTATIVE AGENT SIGNATURE HERE (for reference)
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INSURED INSURED VENDOR HERE	NAIC #

### COVERAGES

CERTIFICATE NUMBER:

REVISION NUMBER:

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL SUBR INSD WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
	COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input type="checkbox"/> OCCUR  GEN'L AGGREGATE LIMIT APPLIES PER: <input type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC <input type="checkbox"/> OTHER:					EACH OCCURRENCE \$ DAMAGE TO RENTED PREMISES (Ea occurrence) \$ MED EXP (Any one person) \$ PERSONAL & ADV INJURY \$ GENERAL AGGREGATE \$ PRODUCTS - COMP/OP AGG \$ \$
	AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO <input type="checkbox"/> OWNED AUTOS ONLY <input type="checkbox"/> SCHEDULED AUTOS <input type="checkbox"/> HIRED AUTOS ONLY <input type="checkbox"/> NON-OWNED AUTOS ONLY					COMBINED SINGLE LIMIT (Ea accident) \$ BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$ \$
	UMBRELLA LIAB <input type="checkbox"/> OCCUR EXCESS LIAB <input type="checkbox"/> CLAIMS-MADE DED RETENTION \$					EACH OCCURRENCE \$ AGGREGATE \$ \$
	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below	Y/N <input type="checkbox"/> N/A				PER STATUTE <input type="checkbox"/> OTH-ER <input type="checkbox"/> E.L. EACH ACCIDENT \$ E.L. DISEASE - EA EMPLOYEE \$ E.L. DISEASE - POLICY LIMIT \$
A	Farmowner		99999999999	03/03/2022	03/03/2023	Farm Liability OCCURRENCE 1,000,000

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

Farmers Market Madison, IN 47250

### CERTIFICATE HOLDER

Madison Main Street Program PO Box 327 Madison, IN 47250 Attn: Gina Johnson madisonfarmersmarketmanager@gmail.com	SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.  AUTHORIZED REPRESENTATIVE AGENT SIGNATURE HERE (for reference)
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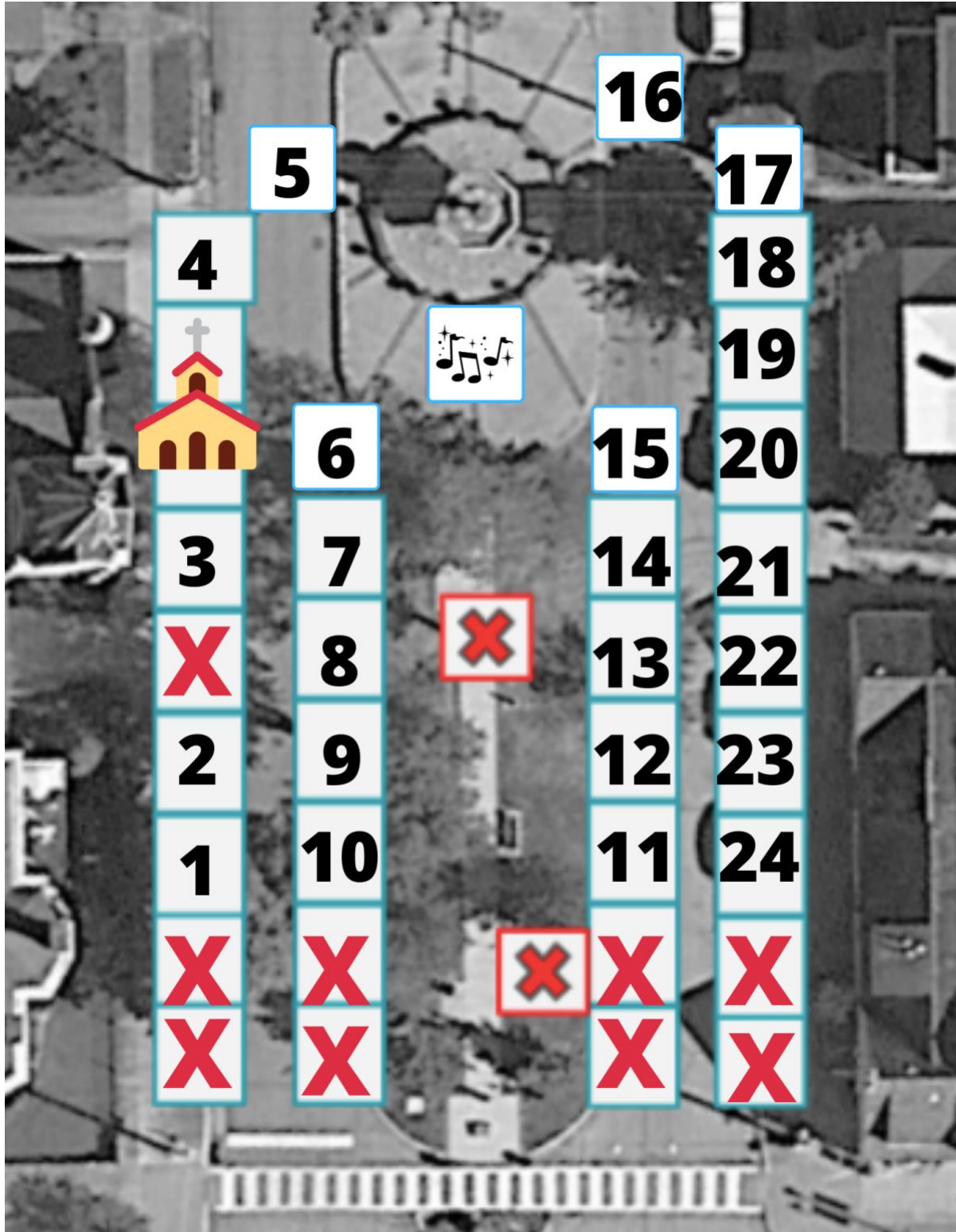
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ACORD 25 (2016/03)

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#### 14. Outdoor Market Space - Map

Map is subject to change



## 15. Indoor Market Space, Winter Market Only - Map

Map is subject to change

