



SHOP FRESH. SHOP LOCAL.



VENDOR HANDBOOK

Fishers Farmers Market

October 2018 and Winter 2018-19



Fishers Farmers Market October 2018 and Winter 2018-19

Saturdays in October 2018 | 9 am - noon

Saturdays November 3, 2018 through March 16, 2019 | 9 am - noon

Vendor Information and Regulations

The **mission** of the Fishers Farmers Market is to provide a venue where local farmers, producers, and food entrepreneurs come together to offer a variety of fresh local produce, plants, and locally-crafted food and food-inspired products directly to the Fishers community.

Our **vision** for the Fishers Farmers Market is:

- Local food-inspired growers, producers, and entrepreneurs will prosper by providing a local marketplace to sell their products where consumers can talk directly to the grower;
- Fishers' residents will have access to high quality nutritious, locally grown food, and experience the health-giving effects of that freshness;
- Residents will understand the value of strengthening the local economy by purchasing locally grown food;
- To grow, nourish, and inspire the Fishers community.

The Fishers Farmers Market is organized and managed by the City of Fishers, Parks & Recreation Department.

The Fishers Farmers Market is a producer market. This means our vendors are the growers/producers of the products they sell. As a farmers market, our policy is always *FARMERS FIRST*. However, to enhance the market experience and service for our many loyal customers, we allow a mix of GROW IT, RAISE IT, MAKE IT, and BAKE IT vendors.

October Farmers Market

The new October Farmers Market will take place at Holland Park, both inside the building and outside in the parking lot adjacent to the building. The market will highlight late fall farm produce and seasonal products like mums, pumpkins, and more. The October Market will serve as a transition to the all-indoor winter market and should help customers make the transition to the market's winter location at Holland Park in November. For October 2018 there is no vendor fee for participating in the market.

Winter Farmers Market

The 2018-19 season marks the third Winter Farmers Market in Fishers. The Winter Market extends the farmers market season and increases the availability of fresh produce and other local products to the Fishers community throughout the year. Shoppers will find cold weather crops such as carrots, beets, squash, and spinach and other greens as well as greenhouse grown vegetables and a wide variety of prepared foods.

Contents

OCTOBER 2018 AND WINTER 2018-19 MARKET DATES 3

PRODUCTS PERMITTED FOR SALE 3

PRODUCTS THAT MAY NOT BE SOLD 5

VENDOR APPLICATION PROCESS..... 6

VENDOR PARTICIPATION OPTIONS AND FEES 6

VENDOR SELECTION CRITERIA 7

PERMITS AND LICENSES 7

ORGANIC CERTIFICATION 8

FARM/SITE VISITS 8

ATTENDANCE AND TARDINESS 8

BOOTH SPACES AND EQUIPMENT..... 9

TENT WEIGHT REQUIREMENTS FOR OCTOBER MARKET 10

SELLING AT THE MARKET 11

GROSS SALES REPORTING AND VENDOR SURVEYS..... 12

MARKET PROGRAMS..... 12

FOOD SAFETY 13

FIRE SAFETY 13

VENDOR CONDUCT 13

COMPLAINT POLICY AND PROCESS..... 13

GENERAL LIABILITY INSURANCE 14

ADVERTISING AND MARKETING..... 14

VENDOR PHOTO RELEASE 14

VENDOR MEETINGS AND WEEKLY EMAILS TO VENDORS 14

MARKET WEATHER AND CANCELLATION POLICY 15

VENDOR REGULATION VIOLATIONS..... 15

MARKET MANAGER..... 15

OCTOBER 2018 AND WINTER 2018-19 MARKET DATES

- **October 2018**
 - Saturdays 9 am to 12 noon
 - The October Farmers Market will be held at Holland Park, both outside in the parking lot and inside the Holland Park Building, 1 Park Drive, Fishers 46038
- **November 3 through March 16**
 - Saturdays 9 am to 12 noon
 - The Winter Farmers Market will be held inside the Holland Park Building, 1 Park Drive, Fishers 46038

MONTH	DATES	EVENTS (additional theme days TBD)
October 2018	6, 13, 20, 27	Trick-or-Treat at the Market – Oct 27
November 2018	3, 10, 17, 24	Shop Fishers – Nov 24
December 2018	1, 8, 15, 22, 29	Holiday Market – Dec 22 New Year’s theme day – Dec 29
January 2019	5, 12, 19, 26	National Popcorn Day – Jan 19
February 2019	2, 9, 16, 23	Super Bowl Celebration – Feb 2 Valentine’s Day theme day – Feb 9
March 2019	2, 9, 16	Green Eggs and Ham (Dr. Seuss’s Birthday) – Mar 2 St. Patrick’s Day theme day – Mar 16

PRODUCTS PERMITTED FOR SALE

The Fishers Farmers Market provides a venue for selected growers and producers to sell what they raise/produce directly to the public. All products sold at the Fishers Farmers Market must be grown, raised, or made in Indiana (unless otherwise noted in this Handbook).

Vendors at the Fishers Farmers Market must reside in Indiana.

Vendors must list each product they wish to sell at their booth during the market season on their application. Products not listed on the application may not be sold at the market without pre-approval from the Market Manager. Any additional products must be approved by the Market Manager at least two (2) weeks in advance of when the vendor wishes to bring the product to market. **A vendor may not necessarily be approved to sell all types of products for which they apply.**

The Market Manager has the authority to prohibit the sale of any product that does not conform to market standards.

1. Farm Products

Farm products include Indiana-grown fruits, vegetables, honey, mushrooms, meats, fish, milk, eggs, plants, and flowers. Unless otherwise noted, **all farm products sold at the Fishers Farmers Market must be grown/raised in Indiana.** Priority is given to farm products grown/raised by the vendor.

- a. For farm product vendors, at least 75% of the farmed products sold at the market must be grown and/or produced by the vendor. The remainder can only be purchased directly from another Indiana grower.
 - i. Products may only be purchased if not represented at the market by another grower or if the vendor's supply of the product does not meet the anticipated demand.
 - ii. Products to be purchased must be approved by the Market Manager in advance and before the desired purchase is made.
 - iii. Products purchased directly from another Indiana grower must be clearly labeled with the name and city of the farm/grower and the vendor must be knowledgeable about the growing conditions of the grower. The intent of this policy is to ensure that the source of the products is clearly identifiable to market customers.
 - iv. **NO PRODUCTS SOLD AT THE MARKET MAY BE PURCHASED FROM A MIDDLEMAN SUCH AS A COMMISSION HOUSE, WAREHOUSE (COSTCO, SAM'S CLUB ETC), FOOD BROKER, OR AUCTION. Copies of receipts for purchased produce must be brought to the market on the day the product is sold at the market.** Failure to disclose products purchased and resold at the market is grounds for immediate termination of the Vendor Agreement. The Market Manager reserves the right to verify that all products are produced in Indiana by the vendor, which may involve conducting a site visit of the vendor's property and/or production location.
- b. **Raw meat** must meet all health code requirements for legal sale. Vendor must maintain the product in a continuously frozen/preserved condition from the time it leaves the processing facility until it is sold at the market. Products from animals administered growth hormones may not be sold at the market.
- c. **Dried wild mushrooms** may be sold; vendors must provide the Market Manager with a statement that these were inspected by a qualified mushroom inspector (retained by a local summer farmers market) at the time they were collected.
- d. **For seafood products**, the vendor must own, lease, or operate the fishing vessel or own, lease, or rent the parcel of land where the seafood is caught or harvested for sale at the Fishers Farmers Market. The vendor must be a legal resident of the State of Indiana.
- e. **Vendors who sell eggs** must provide a copy of a retail permit from the Indiana State Egg Board.

2. Value-Added Farm Products

Value-added products are made from raw agricultural products and are more than minimally processed. These include: jams and jellies; cider; frozen fruit; dried fruits and vegetables; popcorn; wine; dairy products like cheese and yogurt; burgers, sausages and other processed meats; and non-food products such as soap, body lotion, candles made from farm products.

- a. Farmers selling value-added food products must provide documentation of all necessary permits, licenses, etc. or must demonstrate that the product meets the requirements of the home-based vendor law. Each farmer must submit information about each value-added product showing which ingredients are from their farm.
- b. Non-food value-added products such as soap, lotions, and candles must be made from ingredients grown and processed by the vendor and must be less than 50% of the vendor's products offered for sale at the market.
- c. Home-based vendors (HBVs) must meet all requirements of Indiana HEA 1309 for food production and labeling.

3. Prepared Foods

Prepared foods are made from scratch using ingredients not grown or raised by the vendor and are sold to be eaten by customers at home. This category includes dressings and dips; breads, pastries, cookies, and other baked goods; pasta; granola; and other take-home foods not prepared on site.

- a. Prepared Food vendors shall submit and maintain all required state, county, and local Health Department permits. All appropriate permits and licenses shall be filed with the Market Manager.
- b. Prepared Food vendors using ingredients produced in Indiana or gathered from other Fishers Farmers Market vendors are given preference in the vendor selection process.
- c. Home-based vendors (HBVs) must meet all requirements of Indiana HEA 1309 for food production and labeling.

4. Ready-To-Eat Food Products (Concessions)

Ready-to-eat food vendors (Concessionaires) offer freshly made foods available for sale and immediate consumption on site.

- a. Concession vendors shall submit and maintain all required state, county, and local Health Department permits. All appropriate permits and licenses shall be filed with the management of the market.
- b. Concession vendors using ingredients produced in Indiana or procured from other Fishers Farmers Market vendors are given preference in the vendor selection process.

5. Specialty Food Products

Specialty Food vendors sell food products raised, produced, or caught outside of Indiana. Specialty foods must be raised, produced, or caught by the vendor. A Specialty Food Vendor may also sell for a specialty audience, like pet foods.

PRODUCTS THAT MAY NOT BE SOLD

The Fishers Farmers Market will not accept the following items/vendors at our markets:

1. Arts/crafts, services, or merchandise of any kind;
2. Dietary supplements, vitamins, etc.;
3. Food items not grown, produced, and/or processed by the vendor;
4. Non-food items not grown and processed by the producer (flowers, soap, lotion, beeswax candles);
5. Any product not produced in Indiana (unless an approved Specialty Food);
6. Beverages not produced by vendor business (canned soda or juice, energy drinks);
7. Carnival foods such as: corn dogs, cotton candy, candy apples, funnel cake, kettle corn, toffee, taffy, etc. unless grown and produced by the vendor;
8. Nationally/internationally distributed products (defined as distribution to 10 or more states);
9. Farmed salmon or salmon products (must be wild-caught);
10. Businesses that operate under a franchise agreement.

VENDOR APPLICATION PROCESS

To apply for the Fishers Farmers Market, interested vendors should:

1. **Read this Vendor Handbook carefully** to make sure your products qualify and you can abide by the rules and regulations of the Fishers Farmers Market.
2. Complete and submit the Vendor Application:
 - a. Applications for the Fishers Farmers Market are accepted via the City of Fishers website at <http://www.playfishers.com/188/Fishers-Farmers-Market>. Prospective vendors may also request a paper copy of the application by contacting the Market Manager.
 - b. All prospective vendors must submit a completed application form, even if they have been a vendor at the Fishers Farmers Market before.
 - c. Be very clear about what you plan to sell and list ALL items on the application.
 - d. Please also submit copies of all other documentation required for the products you wish to sell, such as egg permits, organic grower certification, etc.
3. The Fishers Farmers Market reserves the right to schedule vendors according to the demand for their product, number of vendors selling the same product, and number of spaces available. Every effort will be made to accommodate each individual vendor's requested schedule but requested schedule is not guaranteed until confirmed by the Market Manager.
4. All vendors must be approved before they are admitted to sell at the Fishers Farmers Market. Vendors are not selected on a first-come first-served basis. Vendor selection criteria (see below) are designed to keep the market fresh, interesting for visitors, and profitable for vendors.
5. The Fishers Farmers Market does not offer exclusivity for any vendor, company, brand, or products sold, except for the City of Fishers.
6. All vendors are required to comply with the Fishers Farmers Market rules, policies, and guidelines described in this Vendor Handbook. Acceptance to the market as a vendor and continued market attendance is based on vendor's compliance with the market rules.
7. Vendor applications must be received by **September 14, 2018**. Vendors whose applications are received after the closing date may be placed on the Substitute Vendor list.

VENDOR PARTICIPATION OPTIONS AND FEES

Vendors may apply to participate in the October Farmers Market, the Winter Farmers Market, or both. No booth space fee will be charged to vendors who participate in the October Market for 2018.

The options and fees for vendor participation are:

1. **Full-time**
 - a. Vendor must commit to attending all market dates for the season; vendor may request up to two (2) excused absences on the application form.
 - b. Full-time vendor fee is \$75 for the Winter Market (October Market is free for 2018).
2. **Half-time**
 - a. Vendor may request 1st and 3rd Saturdays or 2nd and 4th Saturdays; every effort will be made to accommodate each individual vendor's requested schedule but requested schedule is not guaranteed until confirmed by the Market Manager.
 - b. Half-time vendor fee is \$40 for the Winter Market (October Market is free for 2018).

3. Once per month

- a. Vendor may request 1st, 2nd, 3rd, or 4th Saturday of the month; every effort will be made to accommodate each individual vendor's requested schedule but requested schedule is not guaranteed until confirmed by the Market Manager.
- b. Once/month vendor fee is \$30 for the Winter Market (October Market is free for 2018).

4. Substitute Vendor

- a. Vendors may apply to be included on the rotating Substitute Vendor list. Vendors who apply for a food category that is already full and/or vendors who apply after the application deadline maybe be offered a spot on the Substitute Vendor list. Substitute Vendors are subject to the same rules as all vendors participating in the Fishers Farmers Market.
- b. Substitute vendors are typically offered a booth space two weeks to two days before the market, depending upon when we receive last-minute cancellations. Vendors capable of being prepared to show up and sell at the market with little notice may be placed on a high-priority "last-minute" wait list and can receive invitations to join the Saturday market as late as 12 to 24 hours before market time.
- c. Daily booth fee for Substitute Vendors fee is \$20 for the Winter Market (October Market is free for 2018).

VENDOR SELECTION CRITERIA

The Fishers Farmers Market is fortunate to have returning vendors who come year after year. Consideration will be given to those vendors with seniority. Highest priority will be given to farmers, growers, and producers.

Additionally, the Fishers Farmers Market strives to be an incubator for local food entrepreneurs to create and launch new businesses. It is not our intent to penalize concessions and/or prepared food vendors for being successful, but our goal is to provide opportunities and support for emerging food producers rather than larger, well-established businesses. The reality is that some food businesses are simply too big for the farmers market. We generally do not approve vendors with more than one brick-and-mortar (retail) location and prefer to provide market space to vendors who do not have retail stores.

Other vendor selection criteria include:

- 1. History with the Fishers Farmers Market including but not limited to: adherence to market rules and regulations; number of years participated in the market; weekly market attendance/tardiness record; and payment of fees.
- 2. History of Health Department violations.
- 3. Enhancement of overall product mix at the market without creating excessive supply of any one product as determined by the Market Manager and selection committee.
- 4. Quality of products for sale by vendor as well as attractiveness and presentation of products/displays at vendor's booth.
- 5. For prepared foods, we prefer vendors who prepare their products in a commercial kitchen over home-based vendors, to better ensure the health and safety of our customers.

PERMITS AND LICENSES

Vendors accepted to the Fishers Farmers Market must provide copies of all applicable permits and licenses for their product(s), including but not limited to:

- 1. Vendors who sell eggs must provide a copy of a retail permit from the Indiana State Egg Board.

2. Vendors who sell dairy, pork, chicken or other meat products may be required to have a seasonal vendor permit from the Hamilton County Health Department.
3. Vendors who sell or sample any food for consumption on site must provide a copy of a seasonal vendor permit from the Hamilton County Health Department.
4. Vendors requiring any weighing or measuring instrument or device used for commercial purposes in the State of Indiana to be licensed annually. This includes scales to measure produce at the market. A copy of the Weights and Measures license must be submitted to the Market Manager. <http://www.in.gov/isdh/23288.htm>.
5. Vendors who sell wine must have a valid Farm Winery Permit and provide a copy to the Market Manager.
6. Vendors who sell pet food of any kind, including dog treats, must have a Commercial Feed License and adhere to all labeling requirements. <http://www.oisc.purdue.edu/petfood/index.html>

ORGANIC CERTIFICATION

Federal law, which went into effect in 2002, requires that any grower with sales over \$5,000 calling their product organic must be certified organic by a USDA-accredited agency. Growers with gross sales less than \$5,000 may call their product organic as long as they sign an affidavit to that effect and comply with all other USDA rules. Visit www.ams.usda.gov/nop for more information, including a list of USDA-accredited certification agencies. Vendors of organic products at the Fishers Farmers Market must have their original organic certification clearly displayed at their booth. The word “organic” may not be used in advertising unless certification is provided.

FARM/SITE VISITS

1. The Fishers Farmers Market reserves the right to conduct site visits to the farms, kitchens, production or packing facilities of any market vendor or to authorize a designated representative to do so.
2. Vendors new to the Fishers Farmers Market will be contacted by the Market Manager to schedule a mutually convenient time for the Market Manager to visit the vendor’s farm, kitchen, and/or production facility.
3. All vendors must agree to allow review of their production site by authorized representatives of the Farmers Market at any time, for any reason. Vendors will be contacted in advance to schedule an appointment for the site visit. If a vendor refuses to allow a site visit or does not fully cooperate with the site visit, the vendor’s participation will be terminated without any refund of fees

ATTENDANCE AND TARDINESS

The Fishers Farmers Market is dedicated to providing a consistent, high quality, friendly, well-staffed, and well-stocked market for our community residents and visitors. To meet this goal, it is important that all vendors attend the weekly market and **be ready to start business at 8:45 am for a 9:00 am opening.**

1. All vendors are expected to honor the participation schedule established in their contract.
2. Vendors who are consistently late or with more than two (2) unexcused absences for the season may be asked NOT to return the rest of the season and will NOT be considered for the next season.
3. In the event of an absence from a scheduled Farmers Market Saturday due to any reason, vendors must notify the Market Manager one week prior to the absence, if possible.

4. Vendors who are absent without providing at least one week's notice may be reassigned to a different booth space for the remainder of the season.
5. We understand that occasionally circumstances beyond your control will cause a late arrival to the market. All vendors are expected to be set up and ready to sell at 8:45 am. Vendors who consistently report to the market late and are not ready for business at 8:45 am may be asked not to return the rest of the season and will not be considered as a vendor for the following year.
6. If an emergency should occur, the vendor is asked to contact the Market Manager as soon as possible after the emergency concludes.
7. No refunds will be made for dates the vendor does not attend.

BOOTH SPACES AND EQUIPMENT

The October and Winter Farmers Markets will be held at Holland Park, 1 Park Drive, in Fishers. The October Market will take place both inside the Holland Park Building and outside in the parking lot adjacent to the building. Farm vendor booth spaces will be outside; some concession and prepared food vendors will be placed inside the building. The Winter Farmers Market will take place entirely inside the building.

Booth space assignments as well as complete load-in and booth set-up instructions will be provided to approved vendors prior to the first market day. Outside booth spaces for the October Market are 10' x 10' and inside booth spaces are approximately 8' x 6' for the Winter Market.

1. **Vendor space assignment:** Vendor spaces will be assigned by the Market Manager using his/her best judgement and considering as necessary factors including, but not limited to: vendor needs such as electricity or handicap accessibility; physical distribution of products throughout the Market; and the visual esthetic of the Market.
2. **Vendor space reservations:** Full-time vendors will be assigned a permanent booth space if possible. Half-time and once/month vendors will rotate through the same space when possible. Substitute vendors will be assigned spaces left vacant by vendor absences.
3. **Subletting:** Booth spaces may not be transferred to or shared by other vendors unless prior permission was obtained from Market Manager. **YOUR** product is the **ONLY** product allowed to be displayed and sold at your booth. Vendors are **NOT** allowed to give their booth to another vendor not registered to the Fishers Farmers Market in the event they are absent. Any vendor who sublets their space without prior approval is subject to forfeiture of space and fee.
4. **Equipment and Supplies:** The vendor must supply all their own equipment such as tents (October), tables, table coverings, chairs, display cases/fixtures, signs, etc. Vendors are also responsible for supplying their own weather protection equipment in October. All vendor equipment used at the market must be in a clean and safe condition. Glass display cases and other glass containers must be secured.
5. **Fire extinguishers:** All vendors who are cooking or heating food must have a fire extinguisher at their booth. Any vendors who are frying foods in oil or grease must have a Class K fire extinguisher at their booth.
6. **Tents/Canopies/Umbrellas (October Market):** Any vendor tent, canopy, or umbrella on the Fishers Farmers Market site during a normal period of market operations, including the set up and break down period, is required to be sufficiently and safely anchored to the ground from the time it is put up to the time it is taken down. **GROUND STAKES ARE NOT PERMITTED.** 40# weights on each leg are required. Any vendor who fails to properly anchor his or her tent/canopy/umbrella will not be allowed to sell at the Farmers Market on that market day, unless that vendor chooses to take down

and store the tent/canopy/umbrella and sell without it. The vendor is solely responsible for damages or personal injury resulting from the use thereof. Please see the *Tent Weight Requirements* for complete information.

7. **Booth signage:** Each vendor must have a table covering and display signage identifying the vendor's farm or company name. Signage must include the vendor business name and must be prominently displayed so as to be visible during market hours of operation. All product prices must be appropriately and adequately displayed.
8. **Other signage and printed materials:** No signage or pamphlets are allowed to promote activities outside the market that are not related to vendor business. This includes but is not limited to unrelated commercial businesses, controversial topics, and political and/or religious affiliations.
9. **Organic products:** Vendors of organic products must have their original certification clearly displayed at their booth. The word "organic" may not be used in advertising unless certification is provided.
10. **Scales:** If selling goods by weight, the vendor must supply a legal and accurate scale, which is subject to periodic inspection by the County Department of Weights and Measures. Any weighing or measuring instrument or device used for commercial purposes in the State of Indiana must be licensed annually. This includes scales to measure produce at the market. A copy of the Weights and Measures license must be submitted to the Market Manager.
11. **Electricity:** Electricity is available on a limited basis both inside and outside the building at Holland Park. Vendors must request electricity for their booth space in advance. If there is any change in electrical requirements within the season, communication must be made two weeks prior to market day to ensure that a city staff member is given appropriate time to review the request and evaluate whether the necessary connections are available.
12. **Water:** Hot water will be available for vendor use on site. Used water must be disposed of in the designated area. No dumping ice, water, or sewage on the grounds or in storm drains. This action is considered an illegal discharge and a violation of the City of Fishers storm/water ordinance.
13. **Trash:** Vendors must leave their booth space clean and free of trash and debris. Vendor may be assessed a fee for clean up if market staff must further clean or professionally clean a selling space. Garbage containers provided by the Fishers Farmers Market are for customer use or light trash only. Agricultural waste, broken down boxes, and large bags of trash must be hauled away or placed in the designated disposal location.

TENT WEIGHT REQUIREMENTS FOR OCTOBER MARKET

Wind-blown tents, canopies, and umbrellas are the number one cause of injuries and insurance claims at farmers markets, but almost all this damage can be prevented. We require that every tent, canopy, umbrella, and sign used at the Fishers Farmers Market be attached to an approved weight. All tents, canopies, umbrellas, signs and other forms of stall covers must be sufficiently and safely secured to the ground from the moment the stall cover is erected at the start of the market day to the moment immediately before it is taken down at the end of the market. Tents and canopies are considered sufficiently secured with at least 40 pounds per leg and at least 50 pounds for umbrellas.

1. Weights should be secured in a manner that does not create their own safety hazard.
2. Weights should be tethered with lines that are clearly visible and will not cause a tripping hazard.
3. Weights should have soft edges to avoid causing cuts and scrapes.
4. Weights should be securely attached.

5. Weights should be on the ground (NOT above people's heads)
6. If tents, canopies, umbrellas or signs are NOT adequately secured, Fishers Farmers Market management will require the Vendor to take them down and close their booth for the day. If these items need to be taken down in the middle of the market, Vendors are expected to direct customers to a safe place so they will not be injured.
7. **Examples of sufficient and safe weights include:**
 - a. Filling an empty paint can with cement and tying this to each corner of the tent with a rope or bungee. It is NOT sufficient to place the can on the feet of the tent.
 - b. Filling containers with sand/cement that can be anchored or secured with a rope or bungee; these include canvas bags or plastic buckets/containers that have a handle through which a rope or bungee can be secured.
 - c. PVC pipe capped and filled with cement must be hung on the inside of canopy poles and secured to the top braces of canopy in a way that it does not collide with customers or create a hazard.
8. **Examples of weights that are NOT sufficient or safe:**
 - a. Gallon water jugs. These are not heavy enough for large gusts of wind.
 - b. Tying tents, canopies or umbrellas to tables, coolers or vehicles. Sandbags that cannot be set upright and securely tied to the tent or canopy should not be used.

SELLING AT THE MARKET

1. **Products:** Vendors must list all products they wish to sell on the vendor application. Any additional products must be approved by the Market Manager at least two (2) weeks in advance of when the vendor wishes to bring the product to market.
2. **Pricing/labeling:** Vendors must accurately represent their products to the public with prices and proper labeling. All items must be clearly priced. If selling by weight, vendors must have a legal produce scale.
3. **Sales staff:** Persons selling a vendor's products at the market must be the vendor, a member of the vendor's family, or a paid employee who participates in the production of products sold at the market. Persons selling at the market must be able to accurately answer questions about how products were grown and harvested or, in the case of and prepared goods, how they were prepared, processed, and/or created. Minors (under 18 years) working or otherwise staying at vendor booths must be supervised by an adult (18 years or over) at all times. All vendor employees working at the Fishers Farmers Market must be legally eligible to work in the US.
4. **Customer refunds:** We require that products sold at our events can be returned for exchange or refund while the market is underway.
5. **Hawking:** Vendors are not permitted to "hawk" their products or harass customers in any way.
6. **Music:** The Fishers Farmers Market supplies all music and entertainment during the market. No playing of instruments, CDs, digital music, etc. at vendor booths without permission from the Market Manager.
7. **Health Department permit:** Vendors who sell or sample any food for consumption on site must provide a copy of a seasonal vendor permit from the Hamilton County Health Department.
8. **Sales tax:** Vendors are responsible for collecting and remitting sales tax on all non-food items.

9. **Selling-out:** Should a vendor sell out of their product at any time prior to the close of the market, they must maintain their booth in full set up. Please feel free to hang a sign that indicates you are out of product. However, you are not permitted to tear-down your booth or vacate your booth space until the market is officially closed at 12 noon.
10. **Close of market:** Vendor booths must remain open and ready to serve customers until exactly 12 noon. You may not start packing up your products and tearing down your booth until after 12:00 pm.

GROSS SALES REPORTING AND VENDOR SURVEYS

Vendors are required to report gross sales each week following the market. We know there is sensitivity in reporting gross sales, but this data is crucial to help grow the Fishers Farmers Market and to better understand market trends. We ask that all vendors notify their employees about this requirement at the beginning of the season. Please note that vendors will be able to report gross sales anonymously.

Vendors will also be asked to complete a survey at the end of the market season, to help measure the success of, and plan continued improvements to, the Fishers Farmers Market. Vendors may also be asked to complete additional surveys or other feedback tools during the market season; participation is sincerely appreciated.

MARKET PROGRAMS

The Fishers Farmers Market conducts a variety of special events and programs throughout the season, including but not limited to:

1. **Market Bucks**
 - a. Market Bucks are wood coins distributed by the Fishers Farmers Market staff and volunteers, under direction from the Market Manager, for promotional activities and are worth \$1 each. Market Bucks will be distributed to kids participating in the Farm Hands children's program, for gift certificates, and other give-aways, etc.
 - b. All vendors may accept Market Bucks and are encouraged to do so. Participating vendors will be given a sign to display at their booth. Vendors who do not wish to participate should notify the Market Manager.
 - c. Market Bucks work just like cash and can be used to purchase anything except wine and other alcoholic beverages.
 - d. Vendors will be reimbursed by the City of Fishers for any Market Bucks they receive. Reimbursements for Market Bucks received by vendors will be made at the end of each month by the Market Manager in cash.
2. **Farm Hands:** The Farm Hands children's program includes educational activities, demonstrations, interactions with local food growers, and challenges to try fresh market produce. The Farm Hands program is planned and conducted by Parks and Recreation staff and volunteers. Vendors may be asked to support or participate in various Farm Hands activities on occasion.
3. **Special Event and Theme Days:** Special event days—which may include Trick-or-Treating at the Market, a Christmas Holiday Market, Super Bowl activities, St. Patrick's Day, and more—bring additional excitement to the farmers market, draw in new customers, and provide an opportunity for specialty exhibitors to participate in the market. Market vendors are asked to support and participate in these special event days to the extent possible by decorating their booths, wearing costumes or themed clothing, and generally getting in the spirit of the day.

FOOD SAFETY

Food safety starts with YOU! The Hamilton County Health Department is always available to answer questions and provide information throughout the market season at 317-776-8500. It is necessary that you practice safe food health when handling your produce or product. This ensures that you are doing your part to protect the health and well-being of others as well as yourself. Vendors and their employees are responsible for informing themselves about and complying with the local, state, and federal health regulations and licensing requirements governing the production, display, distribution, sampling, and sale of their products. The sale of food items requires proper labeling which must contain: product name, preparation site, ingredients, net weight, and price.

FIRE SAFETY

All vendors who are cooking or heating food must have a fire extinguisher at their booth. Any vendors who are frying foods in oil or grease must have a Class K fire extinguisher at their booth.

VENDOR CONDUCT

1. All vendors are expected to act in a **courteous and respectful manner** to all customers, vendors, volunteers, community members and City staff. Support of other vendors, including assistance during set-up and tear-down, is encouraged. Inappropriate conduct, language, or threats towards other vendors, customers, or City staff, whether in person, phone or electronic media, will not be tolerated and may be grounds for immediate dismissal from the market.
2. **Smoking and consuming alcoholic beverages are prohibited** at the Fishers Farmers Market.
3. **Vendors may not bring pets** of any kind to the market. Customers may bring leashed pets to the Market. Vendors are encouraged to be aware of pets when around their booth and ensure animals do not have access to food products, wrap leashes around tent poles, crawl under tables, etc. Vendors may need to courteously remind customers to move their pet away from the vendor booth if the pet is causing a potentially hazardous situation.

COMPLAINT POLICY AND PROCESS

Maintaining a supportive, respectful, and welcoming atmosphere at the Fishers Farmers Market is critical to the overall success of the market. Professional conduct is expected at all times. Yelling, swearing, or other harassing or threatening behavior in person or via electronic media will not be tolerated. This type of behavior may result in expulsion from the Fishers Farmers Market with no redress.

Market management cannot effectively act on rumor or anonymous, vague, or untimely complaints about the conduct of others. All complaints by a vendor against another vendor must be submitted in writing to the Market Manager. Unsigned complaints will not be addressed. Petition-style complaints, signed by numerous individuals, will not be addressed. Market management will strive to handle all complaints as efficiently, fairly, and discreetly as possible.

1. All complaints by a vendor against another vendor must be submitted in writing to the Market Manager using the complaint form within 14 days of the incident in question. Complaints by or about customers must also be submitted in writing.
2. Market management will investigate the allegation within 21 days. This may include an inspection visit to the accused vendor's farm or production site and/or consultation with knowledgeable individuals such as Hamilton County Health Department officials, Purdue Extension staff, or other local experts.

3. The complainant and alleged violator may be asked to attend a joint meeting if the Market Manager determines this would be useful in resolving the situation. The purpose of such a meeting would be to clarify policies, determine whether and to what degree there was a violation, and to determine what disciplinary action, if any, is appropriate.
4. All investigations will be done discreetly and privately. At the conclusion of the investigation, a summary finding will be placed in the market files and given only to parties involved.
5. The Market Manager and City of Fishers Parks and Recreation representatives have full authority to interpret, implement, and enforce policies. Violation of the rules is cause for warnings and/or expulsion.

GENERAL LIABILITY INSURANCE

All Vendors must have their own general liability insurance. The policy must be for a basic policy of a minimum of \$1,000,000 coverage and name the City of Fishers as additional insured. Certificates of insurance must be emailed to stema@fishers.in.us or mailed to the City of Fishers, Parks and Recreation, 11565 Brooks School Road, Fishers, Indiana 46037 prior to the first market Saturday. The producer or vendor is solely responsible for the damages resulting from the sale of unsafe or unsound goods, in addition to any accidents occurred while at the market. He/she agrees to indemnify and hold harmless the City of Fishers and the Department of Parks and Recreation, its employees, agents, Board of Directors from all liability, loss or damages which may be incurred as a result of all claims, demands, costs, judgments or expenses, including attorney's fees, arising from the vendor's participation in the market.

ADVERTISING AND MARKETING

The City of Fishers will be responsible for advertising the Fishers Farmers Market. Advertising will include posters, social media, flyers, newspaper, radio, and television coverage if applicable. Vendors are encouraged to use their own social media sites to promote the market to their customers and followers.

The City of Fishers may organize promotional efforts for customers throughout the season, such as a raffle drawing, game, or give-away. Occasionally, we will ask vendors to contribute gift cards or non-perishable items to support these efforts. Vendor support of these efforts is sincerely appreciated.

VENDOR PHOTO RELEASE

Vendor shall permit photographs and video recording of their booths, employees, and agents by City of Fishers staff or representatives. All photographs and video footage shall be the sole property of the City of Fishers and may be used by the City of Fishers in any manner or media without obligation to Vendor. Please be aware that these materials are for City of Fishers use only and may be used in City-owned publications, website and social media.

VENDOR MEETINGS AND WEEKLY EMAILS TO VENDORS

Vendors will be required to attend an organizational and informational meeting with the Market Manager and other City of Fishers staff prior to the market opening date. Additional vendor meetings may be scheduled during the market season if needed.

Fishers Parks and Recreation circulates weekly vendor updates by email to communicate market news, market layouts, and other information relevant to our market community. Vendors are expected to read these communications thoroughly as they contain important and time sensitive information.

MARKET WEATHER AND CANCELLATION POLICY

The Fishers Farmers Market is a rain or shine market. If weather conditions are severe (heavy lightning, rain, thunder) prior to market hours, the Parks and Recreation Department management team will decide whether the market will be delayed or cancelled. Updates will be posted to Facebook and Twitter. Vendors should watch for an email from the Market Manager. We do not take the decision to cancel the market in advance lightly and we are unlikely to cancel the market in advance unless conditions are dangerous.

During market hours, the Market Manager will monitor weather radar. If severe weather is imminent, the Market Manager will notify market vendors. In the event of thunder, lightning, high winds, hail, or other severe weather during market hours, we will ask customers and vendors to take shelter in an enclosed vehicle or inside the Holland Park Building inclement weather has passed. Vendors with outdoor booths must ensure that adequate weights are attached to their tents at all times during inclement weather. If winds are extreme, vendors may be directed to take tents down to ensure safety of fellow vendors and customers.

The Hamilton County emergency sirens sound with a steady tone in the event that the National Weather Service has issued a tornado warning for the county or if emergency personnel have sighted a funnel cloud or tornado. At the time of the siren sounding, the Market Master will alert market patrons that the Holland Park Building is the safest location to seek shelter until the threat has passed. The tornado siren will sound for 5 minutes; cessation of the siren does not necessarily mean that the threat of tornado has passed.

The City of Fishers, Parks & Recreation reserves the right to close the Fishers Farmers Market at any time for the safety of vendors and shoppers and for building availability or operational issues. Vendors must have a permanent home (cell) or business telephone number and a contact person acting on his/her behalf at which notification of cancellation can be relayed. Vendors are also responsible for updating Market Manager with all address, email address, and telephone number changes. If an email is provided, this will be the first level of communication. City of Fishers will not be held responsible for any losses or expense incurred because of a market cancellation or another emergency. No refunds will be provided.

VENDOR REGULATION VIOLATIONS

These policies and guidelines may be made more specific in the future as need requires. One of our main goals is to have a framework in place so that the Market Manager can take immediate action when necessary and refer larger issues to the appropriate City representatives. Violation of any policy of the market may result in any of the following consequences: warning; being asked to remove a product of concern; being asked to leave for the current market day; being asked not to vend for the remainder of the market season; or being forbidden from returning to market in future seasons.

In all matters expressly mentioned or unmentioned in these policies, the Fishers Farmers Market Manager and City of Fishers representatives retain the right to set, establish, create, amend, eliminate, or make exceptions to rules regulations and requirements at any point in time without notice and decisions made will be binding in all cases.

MARKET MANAGER

All questions, comments, suggestions, and concerns related to the Fishers Farmers Market should be directed to the Market Manager:

Annabeth Stem
Fishers Farmers Market Manager
Office 317-567-8561
Cell 317-430-7509
Email stema@fishers.in.us