



Garfield Park Farmers Market

Vendor Guidelines

2017 Season

*Supporting local sustainable farmers and producers while creating a gathering place
for community interactions*

Thank you for your interest in becoming a vendor at the Garfield Park Farmers Market! Every vendor will be carefully considered to best represent a variety of healthy local food options to our neighborhood and surrounding community. We strive to adhere to the Slow Food International principles of Good, Clean, and Fair food for all.

1. MARKET DATES AND LOCATION

- a. The GPFM is open every Saturday from 9am to 12:30pm, May 1 through October 31. It will be located in Garfield Park (street address 2505 Conservatory Dr, Indianapolis, IN 46203) in the parking lot near the tennis courts. When entering the park, use the entrance on E Southern Ave, turn right and the parking lot will be straight ahead.

2. PRODUCTS

- a. In order to keep the agricultural atmosphere of the Farmers Market, the goal for the Market will be to have 50% of the spaces go to agricultural vendors.

b. Allowed Products

- i. GPFM is a food focused market. We offer booth space to vendors with the following:
 1. Produce
 2. Grains, Beans, Popcorn, and other dried foods
 3. Dairy & Eggs
 4. Honey & Syrup
 5. Prepared foods
 6. Baked goods
 7. Plants & Flowers
 8. Preserved foods
 9. Natural beverages
 10. Specialty food items

- 11. Herbal health products
 - ii. We do **not** offer booth space for the following:
 - 1. Artwork
 - 2. Crafts
 - 3. Soap & Lotions
 - 4. On-site services
 - 5. Household Supplies
 - iii. Banned products may be allowed only when they are related to the primary foods being produced by a vendor (ex. Lard soap by a meat vendor or beeswax candles by a honey vendor). In such cases, these secondary products must not exceed 25% of the vendor's display space and must follow all origin and production rules as outlined in these guidelines.
- c. **Origin of Products**
 - i. We place a very high standard of quality on the products offered at GPFM. To participate in the market, your products **MUST** originate in Indiana. We strive to help make local food available to local people, so no out of state products or vendors will be admitted.
 - ii. Your products also **MUST** be grown, raised, or produced by the vendor renting the booth space. This is extremely important to our mission of connecting farmers with consumers. We believe it is crucial for every customer to have the opportunity to ask specific questions about how the product was produced, and every vendor should be able to answer.
- d. **Quality of Products**
 - i. All products must be in compliance with the Marion County Health Department and the Indiana State Board of Health.
 - ii. We expect your products to be fresh, clean and in good condition when presented at your booth. The market master will ask any poor quality products to be removed.
- e. **Product Selection Policy**
 - i. The GPFM does not allow any vendor the exclusive rights to sell any particular product. Variety is important to allow customers to choose which products they like. That being said, we have limits on how many vendors of each type we allow. We want to ensure all our vendors are successful, and if too many vendors are selling the same items, none of them will be profitable.
 - ii. Priority will be give to the following products in this order:
 - 1. Vendors who are USDA Certified Organic or using organic farming practices or sourcing organic produce
 - 2. Farmers have priority over value added or prepared food vendors
 - 3. Farmers using environmentally responsible, sustainable and humane methods

4. Food vendors sourcing produce from local farmers to prepare their foods
5. Products that are currently unavailable or under-represented at the market
6. Vendors in good standing who participated in previous seasons, provided their production practices remain unchanged.
7. Vendors whose operations have a close proximity to the market

f. **Re-selling Policy**

- i. Purchasing and reselling of products is strictly prohibited and can be grounds for dismissal from the market. Any suspicion of re-selling is to be reported immediately to the market master and will be investigated. Partner vendors are not considered re-sellers.

g. **Vendor Partnerships**

- i. The GPFM wants to promote comradery between farmers and other vendors in our area so we have set up the following policy. Vendors may sell products from another “partner” vendor under the following conditions:
 1. The partner vendor is also in compliance with all conditions of this contract, as if they were a full vendor.
 2. The partner vendor’s products do not exceed 50% of the primary vendor’s display space
 3. The partner vendor also files an application with the GPFM, including application fee
 4. All products supplied from the partner vendor will be labeled as such so customers know where the food came from
 5. The primary vendor must be familiar with the growing practices/production of the partner vendor’s goods. The primary vendor should be knowledgeable enough to talk about partner vendor goods as if they were their own.

3. **COMMUNITY GROUPS**

- a. Not-for-Profits and community groups will be allowed booth space in a very limited capacity. Any not-for-profit organizations with a food, community, or environmental based mission will be considered. Please file the Community Group application for consideration.

4. **BOOTH SPACE**

a. **Booth Assignments**

- i. Vendors will be assigned a booth space by the market master. Full season vendors will be assigned a location for the entire season. Daily vendors will be assigned space where it is available and are likely to be moved around. All location requests will be taken into consideration, and we will do our best to accommodate them in a need based priority. We will do our best to separate like products for diversity in the market.

b. **Booth Fees**

- i. New applicants will pay a \$20 nonrefundable application fee. This fee is waived for returning vendors.
 - ii. **Full Season Vendor - \$300/booth** Every Saturday for the duration of the market, May-October (26 weeks total)
 - iii. **Daily Vendor - \$20/day**
 - iv. Fees must be paid in advance to hold your place at the market
 - 1. Full Season vendors - before May 1, 2016
 - 2. Daily Vendors - may pay in advance or onsite on market day
 - v. All Vendors will pay a \$50 attendance deposit, which will be refunded in full at the end of the season, unless fines are deducted.
 - vi. Cash, check and credit card payments are accepted for fees. An additional fee of \$10 for full season or \$1 per day will be charged for credit card payments.
 - vii. Receipts will be given for all payments.
- c. **Insurance & Permits**
- i. The GPFM has a liability insurance policy for the market. In addition, each vendor must have their own \$1,000,000 liability insurance policy. All vendors must provide **TWO** Certificates of Liability to the GPFM. One with each of the following listed as additionally insured:
 - 1. Garfield Park Farmers Market Inc, PO Box 33249, Indianapolis, IN 46203
 - 2. The Consolidated City of Indianapolis, 1200 Madison Avenue, Suite 100, Indianapolis, IN 46225
 - ii. A license from Marion County Health Department must be obtained if required. You can find information at their website <http://marionhealth.org/programs/environmental-health/food-and-consumer-safety-2/>. The MCHD does make inspections at farmers markets to insure their regulations are enforced. It is the vendor's responsibility to be informed on all health department regulations that apply to their products, including proper hand-washing station set up.
 - iii. All vendors who wish to sell eggs must provide a State Egg Board certificate. You can find the information and application at <http://www.ansc.purdue.edu/iseb/>
- d. **Booth Signage**
- i. Vendors must provide signage for your booth stating the name of your business. Signage should be easily read at a distance. It is preferable, but not required to have your location on your signage.
 - ii. All products should be clearly labeled with the item name and prices.
 - iii. If your business has any certifications (Organic, Naturally Grown, etc.) please provide signage accordingly. Conversely, if you have signage saying you are certified, you need to provide the GPFM with a copy of your certifications.
 - iv. If your business accepts credit cards, please display signage accordingly.

- v. SNAP and Fresh Bucks signage will be provided by the market if your products qualify for these programs.
 - vi. WIC and SFMNP signage is provided by WIC when you apply with them. WIC requires that this signage must be displayed during the duration of the voucher acceptance period.
 - vii. All foods processed in a home kitchen that is not certified by the health department must be labeled as such.
 - viii. All Partner Vendor products must be labeled with the name and location of the partner vendor.
- e. **Attendance**
- i. Full Season Vendors are expected to participate in the market every single week, and daily vendors are expected to attend every week they have specified. If you intend to miss a market, notify the market master at the earliest possible time. It is vital to maintain consistency in order to build the customer base at our market. If you do need to miss a market because of an emergency, notify the market master immediately. We strive to have a full market every single week. Missing a market without notification will be grounds for dismissal from the market for the duration of the season.
 - ii. All vendors are expected to be in their booth space no later than 8:15am. Vendors must be completely set up and ready to sell by 9:00am. Vendors who arrive after 8:15am may lose their space for the day.
 - iii. All vendors are expected to stay in their booth space until the end of the market at 12:30pm. Breaking down and packing up early, even in case of a sell out, is not acceptable.
 - iv. All vendors will pay a refundable \$50 attendance deposit. Deposits will be returned in full after the last market, unless deductions are necessary. Attendance deductions will be as follows, except in cases of emergency:
 - 1. Notification of absence less than 72 hours prior to market will incur a \$15 deduction.
 - 2. Notification of tardiness received after 8am on market day will incur a \$15 deduction.
 - 3. Vendors who miss more than three of their scheduled days, even with proper notification, will incur a \$20 deduction.
- f. **Pricing & Payment Options**
- i. The GPFM does not regulate vendor pricing of their products, however we recommend prices should be in the same range as similar products at other vendor booths. We encourage communication between vendors regarding pricing.
 - ii. We encourage all vendors to accept credit card payments. There are many options for credit card readers available. Please contact the market master if you need help getting this set up. We also encourage any qualified vendors to accept WIC Farmers Market Nutrition vouchers and Senior

- Farmers Market Nutrition Program vouchers. You can find the application and more information at <http://www.in.gov/isdh/24776.htm>.
- iii. The GPFM will offer SNAP (Supplemental Nutrition Assistance Program) to customers. Income eligible customers will buy tokens at the GPFM booth and use those to purchase qualified food from vendors. Participation in this program is mandatory for vendors with qualifying products and no discrimination will be tolerated. Tokens will be counted weekly and reimbursed at the end of each month. Vendors will be reimbursed mid-month if they accumulate over \$150.

5. **MARKET POLICIES**

a. **Safety**

- i. Vendors must take all possible measures to ensure the safety of customers entering their booth.
- ii. All tents must be in good repair throughout the season. Any damaged tents pose a significant safety risk and will be asked to be taken down.
- iii. All Vendors must provide weights on each leg of their tents/canopies/umbrellas.
 1. Weights must be a minimum of 40 pounds
 2. Weights must be attached to canopies with ropes/bungee cords/straps etc.
- iv. Vendors cooking onsite are required to have an appropriate fire extinguisher
- v. Vendors with trip hazards, such as electrical cords, must provide floor mats to cover them
- vi. Vendors are solely responsible for the safety of the food items they are selling
- vii. Any vendor who feels unsafe or witnesses unsafe behavior should notify the market master immediately.

b. **Trash & Recycling**

- i. Vendors are required to dispose of their own trash. Do not use park or market trash bins for vendor trash. A public recycling dumpster is located in the park and vendors are encouraged to use it for recyclables.

c. **Cancelation**

- i. The GPFM will operate rain or shine, and at any temperature. In case of dangerous weather conditions, all vendors will be notified by 6:30am on Saturday morning if the market is canceled. Vendors are encouraged to contact the market master if there are any questions or concerns about weather.

d. **Noise**

- i. The GPFM is conscious of the problems associated with loud noises for neighbors and vendors alike. We will provide only acoustic or reasonably amplified music at the market. Vendors are not permitted to use sound systems or music in their booths. Generators are permitted, but if noise

becomes an issue, generator usage may be limited at the discretion of the market master.

e. **Marketing**

- i. All Vendors are encouraged to participate on social media, including linking and sharing posts from the GPFM to their own pages. GPFM will gladly share any vendor posts as well. Photos taken of any booth at the market may be used in marketing projects for the GPFM. We want to help vendors promote their business, so please make us aware of any opportunities to do so.

f. **Data Collection**

- i. GPFM will be collecting information about each vendor's sales and experiences weekly. Participation in gathering this data is mandatory. Measuring our economic impact in a quantifiably way will help us in applying for grants and pursuing sponsorships for the market. Individual information will not be shared outside of the GPFM staff and Board of Directors. This will also be a vendor's chance to give the market feedback on a weekly basis.

g. **Site Visits**

- i. If you are selected to participate in the market, the GPFM will send a representative to tour your operations. We feel it is important for the people running the market to be familiar with the products at the market and there is no better way to accomplish this than with a first hand visit. For marketing purposes, we would like to take photos and write descriptions of your operations when we tour them. We will work with you on an individual basis to find the best time.

h. **Pets**

- i. The GPFM is a pet friendly market. Many customers bring their dogs every week, so please consider how this may affect your booth display or product line. Pets must be leashed by county ordinance. If any vendor observes an unleashed pet, report it to the market master immediately.

i. **Conduct & Complaints**

- i. The GPFM expects all vendors to conduct themselves in an appropriate manner at all times. Politeness to customers, other vendors, and market volunteers is extremely important. If anyone experiences behavior they are uncomfortable with from any individual at the market, please inform the market master and the situation will be addressed promptly.
- ii. Complaints of any kind will be documented and investigated by the GPFM staff. Depending on the nature of the complaint, this may include an inspection of your operations.

j. **Park Policies**

- i. The GPFM operates in compliance with all Indy Parks policies and city, county, and state laws. Any vendor who witnesses unlawful behavior should notify the market master immediately to be reported to the IMPD.

6. SELECTION & PARTICIPATION

- a. Anyone may participate who is actively producing quality produce and/or other food items and who meets the standards set up by the Board and covered in these Guidelines. Selection of vendors will be based on type and quality of products alone.
- b. Participation in previous market seasons does not guarantee acceptance into the market.
- c. Selection to participate in the market will be made by the GPFM Board of Directors.
- d. Applications submitted before February 28, 2017 will be notified by March 15, 2017. Rolling acceptance will occur after this date if there is booth space available.

7. APPLICATION

- a. The application form can be found at this link:
<https://goo.gl/forms/vpR93MR30zvevSF53>
- b. It can also be accessed on our website: www.garfieldparkfarmersmarket.com
- c. Payments can be made:
 - i. By check to: Garfield Park Farmers Market, PO Box 33249, Indianapolis IN 46203
 - ii. Online: <https://squareup.com/store/garfield-park-farmers-market>