



Vendor Handbook

2018

Seymour Area Farmers Market Vendor Handbook 2018

❖ Our Mission

The mission of the Seymour Area Farmers Market is to promote the exchange of fresh, quality local food and locally produced items between the producers of our area and our residents and visitors for the purpose of supporting local growers, providing a quality product to consumers, and supporting downtown revitalization.

❖ Our Goals

Seymour Area Farmers Market is an organization that was founded to pursue the following goals:

- To give local producers a source of income
- To promote the sale of local products
- To make healthy local foods accessible to all, regardless of income
- To improve the health of people in our area by providing educational opportunities for consumers to learn the uses and benefits of fresh, locally grown food
- To enhance the quality of life in our area by providing a social gathering place that fosters a sense of community
- To bolster the use of the downtown Seymour area and increase patronage of downtown businesses

❖ 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 farmers markets is a direct relationship between producer 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.

❖ Market Contact Information

Market Manager
To be determined

Committee Chairperson
Carrie Smith
seymourfarmmarket@gmail.com
812-525-7359

❖ **Market Season and Hours**

Spring & Fall

May - MarketLite: Mondays (2-6pm) & Wednesdays (8am-noon)

October - MarketLite: Mondays (2-6pm), Wednesdays (8am-noon) & Saturdays (8am-noon)

Regular Market Season

Last Saturday in May through Last Saturday in September

Begins May 26th - Ends September 29th

MarketLite: Mondays (2-6pm) & Wednesdays (8am-noon)

Full Market: Saturdays (8am-noon)

Full Market includes: Availability of SNAP acceptance, Book Wagon sales & Food vendors

❖ **Vendor Registration Fees**

- All-Season Vendor/Temporary Food Booth Vendor - \$60 annual registration fee (allows vendor to sell on Mondays, Wednesdays and Saturdays during market hours)
- One Month Seasonal Vendor - \$30 registration fee for one month (allows vendor to sell on Mondays, Wednesdays and Saturdays during market hours for only one calendar month) *Please indicate month. If this changes due to growing season issues etc., market manager must be contacted at least two weeks in advance.
- Rookie Vendor (age 17 & under) - \$0 annual registration fee
Rookie vendor must have a parent co-sign the vendor agreement. At no time shall an adult connected to the rookie sell under the rookie vendor registration. An adult must be present at market with rookie vendor.

Additional Fees/Discounts

- Electric Access Spot - \$20 annual fee - Access to electric is available only during Full Market hours (Saturdays 8am-noon, last Saturday in May through last Saturday in September). Those needing electricity must be positioned in an electric-access spot.
- Requested Market Spot - \$20 annual fee - Vendors may request a specific spot at market. Assigned spots only apply during Full Market hours (Saturdays 8am-noon, last Saturday in May through last Saturday in September). Specific spots are not guaranteed. If requested spot is not available, \$20 fee will be refunded to vendor.

- First-time Vendor Discount - \$10 annual discount - Those vendors who are registering to vend at the Seymour market for the very first time will be afforded a \$10 discount. Discount is not available for those applying after registration deadline.
- Senior Citizen Vendor Discount - \$10 annual discount
- Late fee - \$25 fee - **Vendor registrations are due on or before April 6th, 2018.** Registrations received after this date will be assessed a \$25 fee.

Checks should be made payable to Greater Seymour Chamber of Commerce Registration form (pages. 9-12 of this document only) and check can be mailed to: Chamber of Commerce, 105 S. Chestnut St., Seymour IN 47274

Registration form and fee (and copies of any appropriate permits) must be received at least two weeks before vendor may sell at the market. This allows time for the Market Manager to process your registration and distribute your market certificate and name tags. **You may not vend on the same day that you register.** Scholarships may be available for hardship cases. Vendors are encouraged to register by April 6th deadline, but registrations will be accepted all season long (with applicable \$25 late fee). Vendors are strongly encouraged to attend the yearly vendor meeting in the spring in order to register and receive the most up-to-date vendor information and rules. **Upon approval, the Market Manager will distribute vendor certificates and name tags at the market.**

❖ **Vendor Requirements**

In order to sell at market, vendors must live within Jackson County or within a 60 mile radius of Seymour, Indiana. Vendors must supply written directions (on vendor registration form) to the property where the products are being grown, collected, created or crafted. These directions will serve as a reference for the Market Manager and/or Market Committee when a site inspection is necessary.

Vendors must produce their own essential product, allow site visits upon request, and post their product-site county at their vendor station. An “essential product” is defined as the part of the product that is produced by the vendor’s labor. Reselling of items is strictly prohibited! The market defines a “resold good” as that essential product that is produced by someone other than the vendor. All products sold at the Seymour Area Farmers Market must be grown or produced by the vendor. “Vendor” is defined as the producer of goods sold and shall include the immediate family members who assist in the cultivation or production of the same products listed in the vendor application.

Vendors are responsible for complying with all applicable laws, regulations and ordinances (at local, state and federal levels) as related to their particular product(s).

❖ **Market Manager**

The Market Manager works closely with the Farmers Market Committee, Purdue Extension, and the local Health Department to ensure all products sold at the market are of highest quality. The Market Manager may be a vendor of the Seymour Area Farmers Market. He/she will have authority over the operation of the market and will be supported and assisted by the Farmers Market Committee under the Greater Seymour Chamber of Commerce. The Farmers Market Committee and advisors may resolve any disputes and consider appeals from the decisions of the Market Manager.

❖ **What Can Be Sold**

Vendors will sell only produce grown, products created or services rendered by the vendor. No product offered at the Seymour Area Farmers Market shall be purchased at an auction, wholesaler or retailer. Any vendor found to be buying and reselling goods will be asked to leave the market permanently.

➤ **Produce**

- Market produce harvested for sale shall not be further processed. No sampling of produce is allowed.

➤ **Meat/Eggs**

- Egg producers must be licensed by the Indiana State Egg Board and provide a copy of the license upon registering. License must be displayed at all times. Eggs must be kept at 45°F or less and used egg cartons may only be used if relabeled with vendor name and address as per ISEB requirements. Original brand labeling and date on carton must be covered.
- Meat producers are required to be registered and/or permitted by the Jackson County Health Department. A copy of registration and/or permit must be provided upon registering 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. 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 Jackson County Health Department.
- Several restrictions apply to meat and egg sales. For more information on specific regulations, contact the Jackson County Health Department, your local extension office or the boards listed below.

Jackson County Health Department (812) 522-6474

Board of Animal Health Meat and Poultry Program (317) 544-2400

Indiana State Egg Board (765) 494-8510

➤ **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.

➤ **Mushrooms**

- Mushroom producers must demonstrate proficiency in identification of varieties sold and have proper permits, as may be required by the State of Indiana.

➤ **Baked Goods/Food**

- No products that are created from commercial mixes are allowed unless significantly transformed from the original product. All Home Based Vendors (HBV) products must be labeled as follows:

“This product is home produced and processed and the production area has not been inspected by the State Department of Health.” Labels must contain the following: 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 Vender Rule) which is attached at back of this packet.

<https://ag.purdue.edu/foodsci/Documents/IN-HEA-1309-fact-sheet.pdf>

Sample Label:

(All lettering on label MUST be in at least 10 pt. font)

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.

➤ **Temporary Food Booths**

- Temporary food booths (TFBs) may offer freshly made foods, available for sale for immediate consumption on-site at the market. Temporary food booths *must be permitted by the Jackson County Health Department prior to the event*. Please allow sufficient time for acquisition of permits. All appropriate permits and licenses must be filed with the Market Manager at least two weeks prior to vending at the market. Vendors should use ingredients produced in our local area as much as possible. Further, when selecting Temporary Food Booth vendors, the Market Manager and Market committee are encouraged to allow those vendors providing a good variety of healthy food options.

Space is limited for TFBs. The market will allow up to three (3) temporary food booths on any given market day. Temporary food booth vendors must pre-register Saturdays with the market manager to ensure availability of space.

➤ **Handicrafts**

- No purchased raw materials or commercially prepared products may be sold, unless *significantly* transformed through handcrafting to create original quality work by the vendor. No items made from kits, reproductions of artwork, or commercially manufactured clothing are permitted. Craft items that involve the consolidation of two or more commercial products do not qualify. The market manager and/or market committee may request pictures or a more detailed description of handicraft products before allowing handicraft artisans to vend at the market.

❖ **Food Safety**

Please refer to Purdue Extension handout for specific food safety regulations. The market manager shall provide a copy for vendors upon request.

<https://www.extension.purdue.edu/extmedia/EC/EC-740.pdf>

Food sampling of baked goods is allowed only if all food safety guidelines are followed and if a proper handwashing station (see above handout for setup of an approved handwashing station) is available at individual vendor's booth. Products such as hand sanitizers are not to be used as replacement for proper handwashing stations.

All goods must be kept off the ground at all times. No contaminated, rotting or infirmed goods may be offered for sale. Produce shall be carefully cleaned.

❖ **Market Pricing**

The Seymour Area Farmers Market prohibits pricing it determines is noncompetitive. Canvassing prices and setting your price below the general market price is prohibited as it is considered in violation of the "spirit of the market." All vendor pricing should be clearly posted in a prominent location.

❖ **Market Labeling**

Organic labeling may only be used at the market if in compliance with all USDA organic labeling regulations. For more information, speak to your Market Manager or visit the USDA website page found here:

<https://www.ams.usda.gov/sites/default/files/media/Organic%20at%20Farmers%20Markets.pdf>

❖ **Market Spaces & Set-Up/Clean-Up**

Vendors must prominently display their Seymour Area Farmers Market Certificate and their "Jackson County Grown" or "Grown in Indiana" signage at their booth. Vendors are asked to wear their vendor name tags. Vendor prices should be clearly visible to customers. Vendors are expected to bring their own money change and booth supplies such as tables, chairs, tents, displays, etc. Vendors are expected to keep their areas clean and are expected to help clean the market before leaving the market area. Produce waste should NOT be disposed of in city trash receptacles.

MarketLite: Spring (May) hours, Fall (October) hours, and Monday/Wednesday hours all season long): There will be no assigned spaces during MarketLite. Vendors may choose spaces on a day-to-day, first-come, first-served basis. Vendors may come and go during MarketLite hours and are not required to stay the entire four hour period.

Full Market (Saturdays, last Saturday in May through last Saturday in September): Vendors must arrive no later than 30 min before posted market hours. Vendors should set-up no earlier than 45 minutes before market opening (7:15am) and should have area cleaned and cleared no later than 30 minutes after market closing (12:30pm). Late entry or early exit at the market site must be arranged with the Market Manager for everyone's safety. Once barricades are up, no moving vehicles are permitted inside the market area (aside from those customers using handicap parking at the edge of the market lot) without Market Manager approval. Extra vendor vehicles and customer vehicles shall be parked outside of the market lot area.

Booth spaces will include one parking spot and the area immediately behind the parking spot. 10' x 10' pop-up tents are allowed. Vendors should be mindful of tents in regards to safety, especially on windy days, and tent weights are required. Vendors are asked to keep walkways clear so that market shoppers may move safely through the market.

If vendors think they may require additional space for their booths, they should contact the market manager. The market manager will do his/her best to accommodate your needs, but may not be able to meet all requests.

If a reserved spot is not filled by assigned vendor by 7:45am, another vendor may request use of that space. Request shall be made to Market Manager.

❖ **W.I.C/ISFMNP/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.

Seymour Farmers Market vendors are encouraged to accept all three of the aforementioned program certificates. Applying to be a WIC/ISFMNP/SNAP vendor is easy and your market manager can assist in completion of the forms if necessary.

❖ **Sprout Bucks Program**

Sprout Bucks will be distributed to local children in increments of \$5.00. If you choose to participate in the Sprout Bucks program, children may use a \$5.00 Sprout Bucks coupon to buy fresh produce, meat, eggs and cheese from your booth. Change will not be issued if purchase does not exceed \$5.00. All vendors participating in this program will be reimbursed for redeemed Sprout Bucks coupons within one month by check. We highly encourage vendors to participate in this program as it exposes local children to fresh food options and promotes community use of the market. Sprout Bucks may not be used to buy products other than produce, meat, eggs and cheese.

❖ **Presence of Not-For-Profit Organizations at the Market**

Not-for-profit groups may occupy a space at the Seymour Farmers Market in order to provide information about their mission. These organizations must contact the Market Manager at least one week in advance of the day they plan to be present at the market.

❖ **Miscellaneous**

- **Vendor Animals:** The selling of pets or live animals is prohibited. No live animals may be given away. No pets or live animals shall be allowed at the market. Service animals are exempt.
- **Excess produce:** Please contact the Market Manager if you have excess produce that you would like to donate to local food pantries.
- **Vendor Children:** Vendors are responsible for the behavior of their children. Children must be supervised at all times.
- **Music at the Market:** Musicians wishing to perform at the market must make prior arrangements with Market Manager. Volume and content must be appropriate for the market setting. Musicians shall not occupy space that would otherwise be suited for vendor space.
- **Insurance:** Liability insurance is highly recommended for the safety of the vendor. The market cannot cover the vendor's liability for selling their product at the market. If a customer reports a food-borne illness that is officially traced back to a vendor's product, that sole vendor will be held fully responsible.
- **Collection of data:** Vendors must agree to participate in collection of attendance, sales data and pricing. This data may be essential for future grant applications and will help the Market Manager and Farmers Market committee assess the overall growth of the market.

❖ **Donations**

Donations made to the Seymour Area Farmers Market are tax deductible. Receipts for donations may be issued upon request. We will acknowledge significant donors publicly, if the donor would like to be identified. Checks should be made payable to The Chamber Foundation.

2018 Seymour Area Farmers Market Vendor Agreement

This vendor agreement helps ensure the Seymour Area Farmers Market will provide the highest quality local products to the public and helps assure that all vendors comply with the same standards. The success of the market relies on the honesty and integrity of each vendor to sustain the spirit of the market. Vendors must accept the following rules to participate in the market and to receive a Seymour Area Farmers Market certificate. "Vendor" shall be defined as the producer of goods sold and shall include the immediate family members who assist in the cultivation or production of the same products listed in the application.

1. Seymour Area Farmers Market vendors must reside within a 60 mile radius of Seymour, Indiana. Vendors must provide detailed directions to the land on which they grow/produce products sold at the market.
2. Vendors register only themselves to sell their own product. This registration does not provide a vendor with the opportunity to sell items produced by persons other than the vendor. Immediate family members may be listed on vendor registration if they intend to sell with the primary vendor. The market reserves the right of inclusion/exclusion on a case-by-case basis.
3. Vendors will sell only products grown, products created, or services rendered by the vendors. Reselling is absolutely prohibited.
4. The Market may request a vendor production site visit. Refusal to host a site visit excludes the vendor from the Market.
5. Vendors under the age of 18 must have parents co-signature on vendor agreement.
6. Vendors under the age of 18 must have a parent or adult 18 or older present in order to sell at the market.
7. Parents/older siblings are prohibited to sell under a rookie vendor agreement.
8. The Market will authorize vendors offering atypical goods or services on a case-by-case basis.
9. No live animals may be sold or given away.
10. Vendors must prominently display their Seymour Area Farmers Market certificate at all times. Vendors are encouraged to wear name tags.
11. Once market hours begin during Full Market days, no moving vehicles (aside from market customers with handicap permit) are permitted inside the market lot unless given direct permission by the Market Manager.
12. Vendors must set-up no later than 30 minutes prior to market opening. Those needing to arrive late or leave early must inform Market Manager in order to maintain the highest level of safety in the market lot.
13. Vendors will maintain their areas during market hours and help clean the market lot before leaving.
14. Vendors are responsible for the behavior of their children. Vendors should not allow their children to disrupt other vendors or customers. Children must be supervised at all times.
15. The Market prohibits pricing it determines is noncompetitive. Vendors must have prices clearly posted.
16. Vendors must agree to participate in collection of attendance, sales data and pricing info.
17. The Market registration does not ensure a particular assigned space. Circumstances may dictate that a vendor must adjust his or her space. Vendors are asked to be mindful of the space of other vendors around them and should make all efforts to keep walkways clear for safety purposes.
18. Egg producers must be licensed by the Indiana State Egg Board and present a copy of the license when registering to sell at the market. License must be displayed at all times.
19. Bakers/Food handlers must comply with all Jackson County Health Department Guidelines.

20. Vendors are responsible for complying with all applicable laws, regulations and ordinances (at local, state and federal levels) as related to their particular product(s).
21. Vendor will never institute any action of suit of law or in equity against the City of Seymour, Greater Seymour Chamber of Commerce, or any of their agents or employees as a result of operation under this agreement. Vendor shall not aid in the institution or prosecution of any claims for damages, costs, loss of services, expenses, or compensation for or on account of any damages, loss or injury to person or property as a result of operation under this agreement.
22. Vendor agrees to indemnify the City of Seymour, Greater Seymour Chamber of Commerce and any of their agents or employees from any and all liability, loss or damage, which may be incurred as a result of all claims, demands, cost, judgements, or expenses arising from the vendor's participation in the market.

By signing below, you certify that you have read, understand and agree to adhere to all rules and regulations as stated in above vendor agreement and in the 2018 Seymour Area Farmers Market Handbook. You further understand that failure to comply with said guidelines could lead to termination of participation in the Seymour Area Farmers Market.

Vendor Signature:

Date:

Parent Signature:

Date:

(Rookie vendors only)

Vendor Name:

(please print)

Name(s) and relationship(s) of all individuals who may also be present to sell at market

(if Rookie vendor, please print parent name here)

2018 Seymour Area Farmers Market Application - Registration Deadline: April 6th

| | |
|---|---|
| Vendor Name: | |
| Name(s) and relationship(s) of all individuals who may also be present to sell at market: | If rookie vendor, please list parent name(s) here |
| Mailing Address: | |
| County where items for sale are produced: | |
| Phone(s): | |
| Email: | |
| Name of farm/business: (if applicable) | |
| Vendor Type: | <input type="checkbox"/> All-Season Vendor \$60 <input type="checkbox"/> Temporary Food Booth Vendor (TBF) \$60 <input type="checkbox"/> One Month (calendar month) Seasonal Vendor \$30 Month: _____ <input type="checkbox"/> Rookie Vendor \$0 |
| Add-On Fees/Discounts: <i>Optional</i> | <input type="checkbox"/> Electric Access Spot (+\$20) <input type="checkbox"/> Requested Market Spot - see below (+\$20) <input type="checkbox"/> First-Time Vendor (-\$10) <input type="checkbox"/> Senior Citizen Vendor (-\$10) <input type="checkbox"/> Late Fee - application received after April 6th (+\$25) |
| Specific Spot Request: <i>Optional</i> <i>*Not applicable for TBFs*</i> | Use attached map to find numbered spot. Specific spots are not guaranteed. If you pay the \$20 Requested Market Spot fee, you may list <u>up to</u> 3 choices: 1st Choice: _____ 2nd Choice: _____ 3rd Choice: _____ |
| General Area Request: <i>Free but not guaranteed</i> | <input type="checkbox"/> North Awning <input type="checkbox"/> South Awning <input type="checkbox"/> Near Awning <input type="checkbox"/> Middle <input type="checkbox"/> Electric Access Spot <input type="checkbox"/> Food Vendor |
| Permission to list Name/Business name in publications, website, publicity info | <input type="checkbox"/> Yes - By initialing below, I give Seymour Area Farmers market permission to list my name/business name, phone number and email in publications, website and publicity info strictly for promotion of my business or promotion of the market. Initials: _____ (Please leave this area empty if you do not wish for us to publish your contact info) |

Temporary Food Booth Vendors Only:

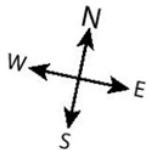
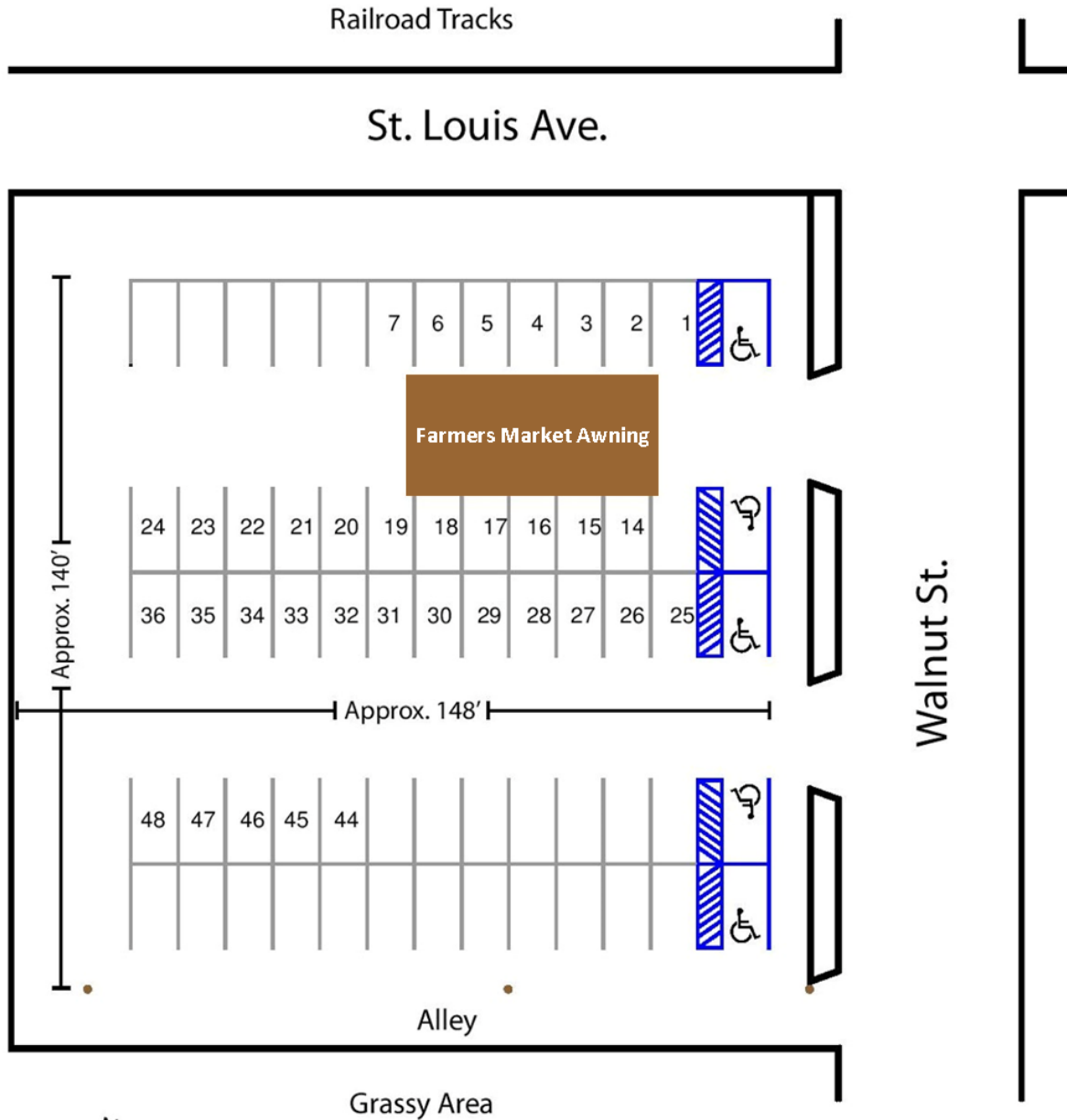
| | |
|--|---|
| <p>Please list/describe the items you intend to sell: (indicate items that are purchased locally if possible)</p> | |
| <p>How often do you plan to be present at the market?</p> <p>Please check all that apply</p> <p>(please note: temporary food booth vendors must register each Saturday date)</p> | <p><input type="checkbox"/> Every Full Market Saturday (last Sat in May-last Sat in September)</p> <p><input type="checkbox"/> Third Saturdays (during Full Market season) only</p> <p><input type="checkbox"/> Some Full Market Saturdays</p> <p><input type="checkbox"/> Regular Season MarketLite (Mondays 2-6 & Saturdays 8-noon)</p> <p><input type="checkbox"/> Other: _____</p> <p><input type="checkbox"/> Unknown at this time</p> |
| <p>I am interested in participating at the market on these dates:</p> | |
| <p>Do you hold a current permit from the Jackson County Health Department?</p> | <p><input type="checkbox"/> Yes</p> <p><input type="checkbox"/> No</p> |

| | |
|--|--|
| <p>Market Manager Use Only:</p> | <p><input type="checkbox"/> Paid (cash) (check # _____) Date:</p> <p><input type="checkbox"/> No extra permits required</p> <p><input type="checkbox"/> Permits required but not yet submitted</p> <p><input type="checkbox"/> Permits required and submitted</p> <p><input type="checkbox"/> Certificate/name tags issued</p> |
|--|--|

**Checks should be made payable to Greater Seymour Chamber of Commerce
Registration form (pages. 9-12 of this document only) and check can be mailed to:
Chamber of Commerce, 105 S. Chestnut St., Seymour IN 47274**

SECTIONS

- North Awning (spots 2-6)
- South Awning (spots 14-18) *may not leave early due to blocked spot
- Near Awning (spots 1,7,19-24)
- Middle (spots 25-36)
- Electric Access (spots 44-48)



-Assigned spaces ONLY apply to Full Market Saturdays
 -Location of Book Wagon & Market Manager's tent
 subject to change