



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

## Vendor Guidelines | 2024 Season 9

Thank you for your interest in becoming a Vendor at the Garfield Park Farmers Market! Every vendor will be carefully considered to represent a diverse set 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 4th through October 26th, 2024 for a total of 26 Markets. Traditionally it has been located in Garfield Park (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. 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 including pet products
  - 11.** Herbal health products

- b.** We do **not** offer booth space for the following Vendors who exclusively sell:
- 1.** Artwork
  - 2.** Crafts
  - 3.** On-site services
  - 4.** Household Supplies
- ii.** 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 products 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. We give preference to Vendors who use local ingredients.
  - 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 Manager 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 given 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 without approval is to be reported immediately to the Market Manager and will be investigated. Partner Vendors are not considered re-sellers.

g. **Vendor Partnerships**

- i. The GPFM wants to promote camaraderie between farmers and other Vendors in our area so we have set 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 25% of products.
  3. The partner vendor also files an application with the GPFM, including application fee, unless they are a returning partner vendor.
  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 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 fill out the Community Group application on our website for consideration.

4. **BOOTH SPACE**

a. **Booth Assignments**

- i. Vendors will be assigned a booth space by the Market Manager. 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 variety throughout the Market.

b. **Booth Fees**

- i. New applicants will pay a \$20 application fee. This fee is waived for returning Vendors. If the application is denied a refund will be issued.
- ii. **Full Season Vendor - \$300/booth**
  1. Full season Vendors are expected to attend every week of the season and will receive the same dedicated spot each week.
  2. A full season vendor missing more than 3 Markets will move to a daily vendor rate (the \$300 will be applied towards this)

- iii. **Daily Vendor** - \$25 per Market, or \$20 per Market if all committed dates for the season are paid up-front by May 4th.
- iv. Vendors can apply for a second, contiguous space at half the rate (full season or daily) depending on availability \$450 total for full season Vendors, \$38 per Market for daily Vendors.
- v. Fees must be paid to hold your place at the Market
  - 1. Full Season Vendors - by May 4th
  - 2. Daily Vendors - will be invoiced on the Wednesday before their scheduled Market, invoices must be paid by Friday before the Market.
- vi. Once approved, you will be invoiced for your season fees and deposit. Check and credit card payments are accepted.
  - 1. Checks can be sent to Garfield Park Farmers Market Inc, PO Box 33869, Indianapolis, IN 46203

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 33869, Indianapolis, IN 46204
  - 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 ensure 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. Home based vendor rules: <https://drive.google.com/file/d/oBxrAC5d0LD5ONk5VbVJKMVFuVm8/view>. 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. Full Season Vendors missing more than 3 Markets will be moved to the daily vendor rate.
  - ii. Daily Vendors are expected to attend all of their scheduled days, as specified in their application and finalized by the Market Manager with application approval. \*see **Booth Space section b. Booth Fees** for information regarding daily vendor payment
  - iii. If you intend to miss a Market, notify the Market Manager *before 5pm on the Wednesday before the Market*. 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 Manager 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.
  - iv. All Vendors are expected to be in their booth space *no later than 8:30am*, Vendors arriving after 8:30 will be subject to \$15 fine with each late arrival. Vendors must be completely set up and ready to sell by 9:00am. Vendors who arrive after 8:30am may lose their assigned space for the day. Vendors who arrive after 9am will not be permitted to set up under the discretion of the Market Manager.
  - v. 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 the case of a sell out, is not acceptable, unless arranged with the Market Manager well in advance.
- 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 Manager if you need help getting this set up. We also encourage any qualified Vendors to accept WIC Farmers Market Nutrition vouchers and CICOA 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) and matching Fresh Bucks checks to income eligible customers. Participating customers will buy tokens at the GPFM booth and use those to purchase qualified food from Vendors. Participation in these programs is mandatory for Vendors with qualifying products and no discrimination will be tolerated. Vendors will return SNAP tokens at the end of each Market to be counted weekly and reimbursed after the end of each month. Fresh Bucks checks will be deposited by Vendors.
- iv. Fresh Bucks is a 1:1 dollar match of Hoosier Works EBT/SNAP transactions at Farmers Markets, which will match participant SNAP dollars up to \$20. Fresh Bucks pre-loaded cards can only be accepted by produce Vendors who have enrolled in the program through the Marion County Public Health Department. Please contact the Market Manager if you have any questions about eligibility or enrolling in the Fresh Bucks Program. <https://freshbucksindy.org/get-involved/> Vendors not enrolled in the Fresh Bucks Program will not be able to accept or process Fresh Bucks pre-loaded cards.

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 a 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 their food items
- vii. Any vendor who feels unsafe or witnesses unsafe behavior should notify the Market Manager 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. **Market Cancellation**

- 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 Manager if there are any questions or concerns about the 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 Manager.
- 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 when using the tag @garfieldparkfarmersmarket. 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. We encourage you to send weekly specials and business updates to the Market Manager for submission in the weekly newsletter by Wednesday prior to the Market.
- f. **Vendor Surveys**
  - i. GPFM will be collecting information about each Vendor's sales and experiences monthly. Measuring our economic impact in a quantifiable way will help us in applying for grants and pursuing sponsorships for the Market, which helps us create a better Market for Vendors. 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. Participation in gathering this data is mandatory through the online weekly vendor newsletter. See *Attendance Deposit and Fines* section on page 8 for details.
- g. **Site Visits**
  - i. If you are selected to participate in the Market, the GPFM may 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 Manager 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. The Garfield Park Farmers Market strictly adheres to a zero-tolerance policy against any form of discrimination based on race, ethnicity, color, sex, gender, gender identity, sexual orientation, religion, creed, national origin, age, or disabilities.

- ii. If anyone experiences behavior they are uncomfortable with from any individual at the Market, please inform the Market Manager and the situation will be addressed promptly. Complaints of any kind will be documented and investigated by the GPFM Board and staff. Depending on the nature of the complaint, this may include an inspection of your operations.
- iii. In accordance with our Bylaws: Garfield Park Farmers Market (GPFM) reserves the right to promptly expel any Vendor from the Market if there is violation of any law, rule, regulation, or license. In the instance of Vendor termination, Garfield Park Farmers Market (GPFM) is not obligated to compensate any vendor for damages, and there is no obligation to refund any prepayments, or other fees paid by the Vendor.

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 Manager immediately to be reported to the IMPD.

k. **Communication**

- i. The Garfield Park Farmers Market sends out a weekly vendor newsletter. These newsletters, as well as these Vendor Guidelines should be shared with workers to make sure guidelines are being communicated and met.

l. **Fining Structure**

- i. Possible fines are:
  1. Late Notification of Absence is after 5pm on the Wednesday before Market: \$25 (the cost to cover one daily vendor)
  2. Late or Zero Notification of Tardiness is after 8am on Market day: \$15
  3. Arrival on site after 8:30am: \$15
  4. More than three absences of scheduled days, even with proper notification: \$25 per day over 3 missed.
    - a. Scheduled days are the full season for full season Vendors or the schedule agreed to at the beginning of the season for daily Vendors. Scheduled days are to be submitted with your application and will be finalized by the Market Manager with application approval.

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 the type and quality of products.
- b. Participation in previous Market seasons does not guarantee acceptance.
- c. Selection to participate in the Market will be made by the Board of Directors.
- d. Applicants will be notified of status up to 2 weeks after submission. Rolling acceptance will occur throughout the season if booth space is available.

7. **APPLICATION**

- a. The application form can be found at this link:



- b. [https://www.cognitoforms.com/GarfieldParkFarmersMarket1/\\_2024SummerVendorApplication](https://www.cognitoforms.com/GarfieldParkFarmersMarket1/_2024SummerVendorApplication)
- c. It can also be accessed on our website: [www.garfieldparkfarmersmarket.com](http://www.garfieldparkfarmersmarket.com)
- d. Submit the application via the link electronically, or print and mail the application with a check (\$20 application fee for new Vendors) to Garfield Park Farmers Market, PO Box 33869, Indianapolis IN 46204
- e. Please wait to pay season Vendor fees until you have been notified of acceptance and receive an invoice for payment.