

2017 Avon Farmers Market

Vendor Application, Guidelines and General Information

Mission Statement

The mission of the Avon Farmers Market is to provide a venue where local Indiana farmers, producers, crafters and artisans come together to provide a variety of fresh produce and related products directly to the consumer. The Avon Market encourages direct communication between consumers and growers and fosters social gathering and community building.

Market Hours and Location

- Hours of operation will be **Tuesdays 4pm – 7pm**, from June - September. The Avon Market is located at the south parking lot of the Hendricks Regional Health Building in Avon (8244 East US 36).

Vendor Attendance, Set Up and Take Down Times/Policy

- **Attendance:** In order for the Avon Market to be successful, we **MUST** have consistent attendance by **ALL** vendors. We ask that seasonal **vendors attend at least 80% of the market days that they sign up for**. This equates to 4 missed days for the full season. Vendors must notify the Avon Market of a planned absence at least one week in advance. The Avon Market may temporarily fill your space during your absence with a substitute vendor. For unplanned absences, please notify the market within 24 hours.
- **Set- Up:** The Avon Market is an open market and can't be "closed" to customers. Customers will begin to arrive between 3:30 - 4:00. For the safety of customers *and* vendors **we ask all vendors to arrive for set up between 3:00 and 3:30** and be ready to sell by 4:00pm. If you will be unloading and parking your car off the lot, you **MUST** have your car off the lot by 3:30! **We ask that you refrain from selling prior to 3:45.**
 - **Late Arrival:** If you will be late to the Market you must notify the Avon Market as soon as possible. Vendors who arrive after 3:30 may have to park off the lot and transport their items to their booth.
- **Take Down:** Vendors are required to stay until closing of the Market at 7:00pm. Vendors who sell out early must keep their stall set up and should post a sign letting customers know they have sold out. Vendors are responsible for removing all equipment, vehicles, trash, and other items from the Market area by 7:30pm on each Market day.

Products/Vendors Allowed at the Avon Market

- All Vendors must be a grower, producer, or baker. All items sold at the Market must have been grown, produced, or baked within a 60-mile radius of Avon, Indiana. If space is limited, preference *may* be given to those vendors whose items are from Hendricks or surrounding counties.
- **No RESALE items will be permitted. Vendors may not sell any products that they purchased from wholesalers, distributors, retailers, or in an auction/flea market** (with the exception of water bottles, soda, or other drink items that DO NOT conflict with another vendor's product).
- **NO DIRECT SALE items are allowed at the Market.**
- **Arts and Crafts** – Certain Art and Craft items will be permitted at the market. Arts and Crafts must be handmade, and/or locally produced.
- At least 80 percent of all products that a Vendor sells **must have been produced, baked, or grown by that Vendor**. The Avon Market will allow Vendors to sell some product (no more than 20%) that is not produced by them; however, the product **MUST** be from a neighboring farm, friend, or family member and the product **MUST** meet ALL criteria set forth in this Policy. The vendor must also reveal which products they did not produce and where they came from upon inquiry.
- **Value-Added Services/Products (non-food items)** – A *limited* number of *non-food items/vendors*, that may not meet all of the above criteria, but are deemed to be of special interest, add value to the market, and make the

market more attractive to customers, may be allowed. The Avon Market shall define what constitutes value-added services/products and allow these vendors at its discretion.

Booth Space, Fees and Details

- **Booth Assignments are made by the Avon Market based on the following criteria:**
 - 1) **Returning Vendors**, who add value to the Market via products and positive vendor performance will be given first choice of booth assignments.
 - 2) **Type, Value, and Quality of Product** – Since market customers generally benefit from having a choice, the Avon Market does not offer exclusive rights to vendors to sell any one product; however, if the Avon Market believes the number of vendors offering similar products is excessive, duplicate products may be denied entry. For the same reasons, the Avon Market may also *seek out* certain vendors in an effort to balance our market offerings.
 - 3) **Available Booth Space** - The Avon Market has a limited amount of booth space and can only accept so many vendors. There will be opportunities for **substitute vendors** to fill a booth as needed during seasonal vendors scheduled absences. These may either be pre-scheduled or on short notice.
- **Booth Space Fees** - Once accepted to the Market, it is recommended that Vendors reserve the same booth space for the season by pre-paying the **seasonal rate of \$75**.
 - If approved by the Avon Market, Vendors may purchase two spaces for the season for \$125.
 - The Avon Market will make every attempt to keep booth spaces consistent throughout the season. Due to seasonal crops, absences, and the desire to have a successful market, booth assignments may be adjusted, if needed.
 - If space is available after all seasonal Vendors are assigned, Vendors may pay a **monthly rate of \$25** or a **weekly rate of \$10**. **Substitute Vendors** pay a weekly rate of \$10 per stay.
 - Monthly or weekly paying Vendors are NOT guaranteed the same booth space from week to week.
 - Booth space may be shared by two vendors, but each vendor must pay the above quoted rates.
 - **Booth space fees are non-refundable once accepted to the Market.**
 - **PLEASE NOTE THAT THE AVON FARMERS MARKET NO LONGER ACCEPTS CASH! PAYMENT MUST BE MADE BY CHECK, DEBIT, OR CREDIT ONLY!**
- **Booth Space Details** - The Avon Market booth space is approximately 18 - 20 feet wide. All Vendor equipment must fit within the booth spaces (unless otherwise approved by the Avon Market).
 - Vendors are allowed to park in their assigned vendor space, although this is not required (if you choose to unload your car and park off the lot, you **MUST** have your car out of the lot by 3:30). Vendors may sell out of the back of their car or set up a tent next to their car.
 - Each Vendor is solely responsible for their own equipment (tables, tents, displays, etc.). Vendors will not be able to stake their tents to the pavement – it is advised that you come with other ways to secure your tents (cement blocks, milk jugs filled with water, tying to your car, etc.). **The Avon Market can become very windy and is not responsible for damaged tents or other equipment!**
 - **Electricity** - Limited electricity is available. It is in the best interest of the Vendor to provide their own source of power via generators. If you require electrical needs at your booth space, you must communicate with the Avon Market in advance. However this does not guarantee that the Vendor will receive electricity.

Forms of Payment, Pricing, WIC and SNAP

- As a Vendor, it is up to you to determine what forms of payment you will accept. Types of payment accepted should be displayed at your booth space.
- **Product Pricing** - Pricing of goods sold at the Market is solely the responsibility of the individual vendor. Vendors are not allowed to give produce away for free or at below-cost pricing (undercutting potential sales of other vendors). The only exception to this will be on special event days (senior day, customer appreciation, etc.).

- The Avon Farmers Market is an approved Market for the Indiana Farmers Market Nutrition Programs.
 - **WIC (Women, Infants and Children)** – Produce vendors who are WIC approved may accept vouchers at the Avon Market. If you would like more information on this program or to enroll as a participant please visit <http://www.fns.usda.gov/fmnp/wic-farmers-market-nutrition-program-fmnp>
 - **SNAP (Supplemental Nutrition Assistance Program)** – The Avon Market is officially a SNAP-approved market! If you produce and/or sell qualifying SNAP goods we will be contacting you!

Weather Policies

- The Avon Farmers Market is open rain or shine. In the event of *severe weather* prior to the market, the Avon Market reserves the right to cancel the market for the day. Notice of market cancellations will be issued as far in advance as possible, via email directly with all vendors. Cancellation notices will also be posted on the Town’s website and Avon FM Facebook page.
- In the event that severe weather occurs during market hours, vendors and shoppers are advised to move to a safe location.

Smoking

- Smoking at the Avon Farmers Market is prohibited as it is a smoke free campus

Health Department Requirements, Permits and Licensing

- *All* vendors are responsible for and shall comply with all applicable laws, regulations and ordinances pertaining to their products.
- Per the Hendricks County Health Department (HCHD), *food establishments and home-based food vendors* operating at a farmers market are required to meet minimum sanitation requirements and obtain all necessary permits, licenses and inspections prior to selling. If applicable, said vendors may need to submit a Farmers Market Vendor Permit with this signed agreement. Questions pertaining to these requirements should be directed to: Hendricks County Health Department: (317)745-9217 / <http://www.co.hendricks.in.us/departments/index.php?structureid=16>
- If a vendor will have **wastewater** (from a wash-station), they are NOT allowed to dump the **wastewater** on the ground or in the storm drains at the Avon Market. All wastewater must be disposed of off-site at designated locations. Please refer to HCHD for more information.
- **Sampling Product** – There are strict guidelines for sampling food products! You are not allowed to sample any product without following the guidelines set forth by the HCHD.

Liability Insurance and Other Legal Issues

- All Vendors are solely responsible for any and all claims, injuries and damages resulting from their sale of unsound or unsafe goods and/or from their participation in the Market. Vendors shall maintain liability insurance for protection against claims, injuries and damages. **Proof of liability insurance must be submitted** to the Town of Avon with this signed agreement.
- **Taxes** - Plants, crafts and “immediate consumption” food items sold in Indiana are subject to sales tax. Vendors should apply for a Registered Retail Merchants Certificate through their regional Indiana Department of Revenue. Certificates cost \$25 and must be renewed every two years. For more information, please visit <http://www.in.gov/dor/reference/files/sib70.pdf>
- **Organic Products** - Any vendor who wishes to advertise as “Organic” must meet the guidelines as described at www.ams.usda.gov/AMSV1.0/nop and must display their certification for customers to see.
- **Scales** - Vendors selling products by weight must provide their own, certified “Legal for Trade” scale. For more information contact your local Weights and Measures Official at www.in.gov/isdh/23288/htm.

Facebook, Website and Marketing

- In becoming an Avon Market Vendor, you agree to permit gratis use of any photographs taken of the operation of his/her Market space to be used on the Avon Market Facebook Page, Website or Marketing Materials.
- In addition, the vendor agrees to release contact information (website, e-mail or phone) to be displayed on The Farmers Market Webpage and Facebook Page.
- The Avon Market requests our vendors help in keeping the Facebook page updated. Vendors are encouraged to visit the Avon Market Facebook Page weekly to like and post information for customers.
 - Facebook Page: <https://www.facebook.com/AvonFarmersMarket>
 - The Avon Market also has information posted on the Town of Avon Website: www.avongov.org

Community Events and Other Guests

- The Avon Market may have a few community events throughout the year. These will be scheduled in advance and all vendors will be encouraged (but not required) to participate to the best of their abilities (special discounts, handouts, coupons, etc.).
- Community groups, civic groups, and non-profit organizations are also invited to join the market vendors (on a limited basis) throughout the season. These must be approved and will be scheduled in advance with the Avon Market. If space remains, a few select businesses may also join the market as a guest.
 - All organizations MUST follow the market rules that pertain to them (booth set-up and take down, liability insurance, Facebook and marketing).
 - We ask that organizations design participatory games, crafts or other interactive entertainment for the market patrons.
 - Market Guests may hand out marketing material and information about their organization but are NOT allowed to sell any products at the market.
 - **Please refer to the “Guest Application, Guidelines and General Information” for details.**
- Kids Zone – The Avon Market will once again have a weekly Kids Zone with free activities and treats for kids (of all ages). Market Sponsors and Community Volunteers will be invited to participate in these weekly activities.

Avon Farmers Market Vendor Application

Vendors must agree to hold harmless Hendricks Regional Health and the Town of Avon, as well as its agents, officers, members and employees from any and all liability, loss or damage, including, but not limited to; bodily and personal injuries, injuries resulting in death, property damage and all other claims, actions and expenses, including reasonable attorney fees and costs, which may occur as a result of vendor's participation in the Market. The Market Master reserves the right to make judgment calls based on activity deemed unsafe or unlike that of an upstanding member of the Avon Farmers' Market. Vendors who fail to comply with the rules set forth in the Avon Market Guidelines and General Information document may be asked to change their actions, leave the Market and run the risk of not being accepted to the Market the following year.

I have read and agree to abide by the rules and procedures as outlined above.

Signed _____ Dated: _____

Name _____ Business Name _____

Address _____ City _____ State _____ Zip _____

Phone (home) _____ (cell) _____

Email _____ Best way to contact you? _____

Website _____ Facebook Page _____

Product/Item Description:

HC Farmers Market Vendor Permit included? (MUST provide prior to first Market) Yes___ No___ NA___

Proof of Liability Insurance Included? (MUST provide prior to first Market) Yes___ No___

Electric Needed? Yes___ No___ Will you accept... Cash___ Debit___ Both___

WIC Certified? Yes___ No___ WIC Vendor # _____

_____ Entire Season Vendor: (June - September) \$75 (Single Space) \$125 (Double Space)

_____ Monthly Vendor: \$25 (please circle month(s)) June July August September

_____ Weekly Vendor: \$10 Date(s): _____

_____ Substitute Vendor: \$10 (dates TBD)

If put on a waiting list, are you interested in being a substitute vendor? Yes___ No___

Payment amount included? \$_____ (Payment is not needed at this time, unless you have already been accepted to the Market)

PLEASE NOTE THAT THE AVON FARMERS MARKET NO LONGER ACCEPTS CASH! PAYMENT MUST BE MADE BY CHECK, DEBIT, OR CREDIT ONLY!

Please remit information to: Town of Avon * Attn: Farmers' Market * 6570 E. US Hwy 36 * Avon, IN 46123
Questions? Contact: Britt Woodard at (317) 272-0948, ext. 116, or bwoodard@avongov.org