



Avon Farmers Market Handbook & Application



2019 Avon Farmers Market Handbook



What is the Avon Farmers Market?

The Avon Farmers Market is a weekly gathering of local producers, contributors, and guests (collectively called participants) who share their products and creative endeavors with the community. The gathering is intended to build community pride, sense of place, and communication among community members.

What is a producer, contributor, and guest?

A producer brings their personal work product to the market with the intention to sell it. Examples include: A farmer who locally grows their own crops; A baker who bakes their own cookies out of their home or local business; An artist who creates original work.

A contributor is a producer who does not intend to sell their work-product at the market. They may intend to direct people to their point of sale. Examples include artists and local businesses who exhibit or demonstrate their work.

Guests intend to support the objectives of the market without sharing a personal work-product. A local animal rescue or local library is an example of a guest. A performing artist is also an example of a guest.

A producer or contributor is differentiated from a vendor, seller, and re-seller in that the latter group has marginal to no personal creative investment in their product.

How do I become a producer, contributor, or guest?

Apply! Applications will be accepted through the end of the market season. Follow these instructions to apply to become a producer, contributor, or guest at the Avon Farmers Market:

- 1) Read this entire handbook.
- 2) **Fill out the application on page 13.**
- 3) Remit completed application page 13 by:

Mail to:

- OR -

Email to:

Avon Farmers Market
Town of Avon
6570 East US Highway 36
Avon, IN 46123

AvonFarmersMarket@avongov.org

- 4) Wait to hear back from the market manager about the status of your application. Questions about the status of your application can be directed to AvonFarmersMarket@avongov.org.
- 5) If you are accepted to the market and are required to submit proof of insurance, remit all documentation in accordance with section *Insurance* to the address listed in step 3.
- 6) If you are accepted to the market and are required to make a payment, complete payment page 11 and submit along with your payment.



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DURATION

The 2019 market season begins June 4th, 2019 and ends at the close of the market on August 27th, 2019. This handbook expires at the end of the market season. A new application must be submitted for the following year.

OBJECTIVES

The objectives of the Avon Farmers Market are to provide a venue according to the following priorities:

- 1) Where local Indiana farmers bring fresh produce to the community.
- 2) Where creators, makers, and bakers bring their self-made products to the community.
- 3) Where local businesses share their products with the community.
- 4) Where local businesses and community members share information about their contributions to the community.

Interpretation of the objectives is at the discretion of the market manager.

PARTICIPANT

A participant is a producer, contributor, guest, or any other entity or person who intends to sell, exhibit, or support the objectives of the market during operating hours.

MARKETGOER

A marketgoer is any person whom visits the market area during operating hours with the intention of:

- buying a product from or prospecting a participant, or
- engaging in special activities or events, or
- spectating the market.

MARKET MANAGER

With additional support, The Town of Avon's Parks and Recreation department is the market manager of the Avon Farmers Market. The department does not operate independently and may be subject to superseding agencies and policies, such as severe weather event policies.

The market manager's primary role is to support the market's objectives. This includes and is not limited to:

- Set-up / tear-down of market area
- Compliance and processing applications and payments
- Signaling the open and close of the market
- Coordinating and processing SNAP transactions
- Assigning and reserving booth space
- Addressing disputes over booth space
- Promoting the market as a whole.



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SPONSORS

The Avon Farmers Market is sponsored by:

Hendricks Regional Health
1000 East Main St
Danville, IN 46122
hendricks.org

- AND -

Countryside Meadows ASC
762 N Dan Jones Rd
Avon, IN 46123
Facebook: @CountrysideMeadowsASC

OPERATING HOURS

The Avon Farmers Market operates each Tuesday from June through the last day in August during the following hours:

4:00 pm - 7:00 pm

Sales are not permitted outside of operating hours.

HOST LOCATION

Hendricks Regional Health hosts the 2019 Avon Farmers Market on the property located at:

8190 East US Highway 36
Avon, IN 46123

The location is paved and has no mailing address. Do not send correspondence to this address.

The public may see "South parking lot at 8244 E US Highway 36" or "In front of Hendricks Regional Health in Avon" on promotional material. This address is used for descriptive clarity.

MARKET AREA

The designated market area encompasses the property at 8190 E US Highway 36, which is a paved lot with vehicle entrances on the north and south side.

BOOTH

A booth is a tent, table, vehicle or other structure that visually and physically designates a participant.

TENTS

All tents must be anchored with weights. The Avon Farmers Market can become very windy. The market manager, host, and sponsors are not responsible for damaged tents or other equipment.

ELECTRICITY

Limited electricity is available and is not guaranteed regardless of acceptance to the market. Participants may provide their own source of power via generators; However, due to noise, the market manager may place booth space restrictions on any participant using a generator.

BOOTH SPACE

The market area (see *Host Location*) is divided into booth spaces. A booth space is an area in the market area where a participant is allowed to set up a booth. The allocation of booth space is made at the beginning of



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each market season and will be adjusted during the season to accommodate changes. Participants are not allowed to sell or exhibit their product outside of their booth space.

ASSIGNED BOOTH SPACE

An assigned booth space is an area at the market determined by approximation upon arrival to the market. Each vendor is assigned an area not to exceed approximately 20-feet by 25-feet. If more space is needed, additional fees may be required.

Prior to operating the market, the market manager may make temporary or permanent markings on the ground to indicate the boundaries of a booth space.

RESERVED BOOTH SPACE

A reserved booth space is an expectation that a participant will be assigned a space.

Participants may not reserve the same assigned booth space each week; However, the market manager will make a reasonable attempt to assign the same booth space from week-to-week.

PARKING

Participant parking is allowed in the market area. Participants may park one vehicle in their assigned booth space during operating hours. Additional vehicles may enter the selling area before and after selling hours to set-up and tear-down. Exceptions are to be made at the discretion of the market manager.

Marketgoer and participant parking is available at:

- 1) the Hendricks Regional Health parking lot to the North of the market area, and
- 2) the Hendricks Regional Health parking lot to the East of the market area.

VEHICLE USE

All vehicles driven on the market area must remain in park from 3:45 pm to 7:00 pm (or the signaled end of the market). If an emergency need arises to move the vehicle during this time, the vehicle must be escorted by the market manager and the vehicle must engage its emergency flashers. Selling out of a product is not considered an emergency need to move a vehicle.

On market operating days, the market area's south entrance is restricted to large vehicle passage with market manager's approval.

GUESTS

Examples of guests are community groups, civic groups, not for profit organizations, and hired entertainers. Guests are approved and scheduled in advance by the market manager. The market manager has sole discretion on what guests to accept to the market.

Guests may not sell products or services. As it directly relates to their organizations, guests may hand out marketing material and information, engage marketgoers in games and crafts, and hand out goodie bags so long as they do not conflict with other participants' products. With the approval of the market manager, certain items, such as tickets to an event or fundraiser may be sold at the market

Guests are responsible for any and all claims, injuries and damages resulting from their participation in the market. Proof of general liability insurance may be required by the market manager.



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FOOD TRUCKS AND TENTS

Food trucks and tents are participants who sell ready-to-eat food, such as sandwiches (hamburgers, hot dogs, pulled pork, etc), fries, chips, soups, salads, side items, specialty drinks (smoothies) etc. The market manager reserves the right to limit food items from being sold if it directly competes with another participant. Examples of limited foods are: baked good (pies, breads, muffins, brownies, cookies, cupcakes, etc.), kettle corn, coffee, or specialty candies.

Per the Hendricks County Health Department, food trucks and tents are required to obtain either a temporary food permit or a mobile food permit for Hendricks County, meet all sanitation requirements, and obtain all necessary permits, licenses, and inspections prior to selling. The market manager may request a copy of all permits, licenses and inspections. Questions about these requirements should be directed to: Hendricks County Health Department: (317)745-9217
<http://www.co.hendricks.in.us/department/index.php?structureid=16>

ACCEPTANCE TO THE MARKET

Acceptance to the market is based on the discretion of the market manager with reference to the objectives of the market.

Upon acceptance to the market, the applicant becomes a participant, published in the market directory, and assigned a booth space at the market only on the dates approved by the market manager.

Provided the intent is to promote the market objectives, the market manager may publicize in a directory, social media, or other form of advertising, any information or summary of information provided on the submitted application, excluding: Primary Contact Name, Primary contact email, Primary contact phone, Address, City, State, and Zip. The market manager may publish such information if discovered through the provided social media/website links or other publicly accessible means.

FEE

A non-refundable \$75 attendance fee is required for all participants accepted to the market who sell a product. The fee covers all permitted days of attendance at the market. Permitted days of attendance are determined at the discretion of the market manager in reference to this handbook, conditions of the market, and support of the market objectives. A permitted day of attendance excludes any and all applicable permits required by governing agencies such as the Indiana Department of Health. Each participant is responsible for obtaining all applicable permits to operate at the Avon Farmers Market.

The fee is prorated based on the following schedule:

<u>Month accepted to the market</u>	<u>Fee</u>
June	\$75
July	\$50
August	\$25

FOOD TRUCKS AND TENTS

(See section *Food Trucks and Tents*) Food truck and tent participants may coordinate attendance with the market manager at a rate of \$10 per attended market.



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MARKETING

The market manager is responsible for advertising and promoting the market as a whole, including publishing public information about participants as it supports the market objectives. Individual participant marketing is the responsibility of each participant.

PHOTOGRAPHY

All participants agree to permit gratis use of any photographs taken of the operation of their booth to be used on the Avon Farmers Market Facebook page, website or marketing materials.

SET-UP

Set-up begins when a participant arrives at the market area to begin setting up their booth. Please plan to arrive early enough so that you are prepared to 1) have your vehicle in park or outside of the market area by 3:45 pm, and 2) begin selling/exhibiting at 4:00 pm in your booth.

The Town of Avon's Parks and Recreation Department and Hendricks Regional Health make a reasonable attempt to have the market area clear for set-up; However, the market area is not a controlled and restricted area outside of market operating hours. In the event the market area is not clear, accommodations and your cooperation may be necessary.

TEAR-DOWN

At 7:00 pm (or the signaled end of the market), selling ends and tear-down begins. Participants are responsible for cleaning up their booth space.

RESTROOMS

Restrooms are located to the north-east of the market area inside the adjacent Hendricks Regional Health facility. The restrooms are usually open during market operating hours and not guaranteed to be open for use.

TRASH

The market managers shall provide trash receptacles in general locations. These receptacles are for the primary use of customers. Participants may dispose of small and light items such as twist ties and labels in the provided receptacles as is convenient in order to keep a tidy booth space.

Participants are responsible for hauling away all large, heavy, or liquid trash that is produced at the market. This includes empty boxes, bottles, or other containers, wastewater and other waste liquids, and any large items that do not break down and easily fit inside a provided receptacle.

SPECIAL EVENTS AND ACTIVITIES

The market manager may coordinate special events or activities at the Avon Farmers Market.



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ATTENDANCE

An attended market occurs when the participant is reasonable ready to process sales or otherwise engage marketgoers at their booth at the time of market open, 4:00 pm, on a planned attendance day. All other cases are considered an unattended market.

After one unattended market, the market manager may dismiss the participant from the market based on market conditions.

Plan ahead for delays. In the case of a planned absence, notify the market manager at AvonFarmersMarket@avongov.org.

Absences due to weather, traffic, or emergencies are at the discretion of the market manager.

TOBACCO AND ALCOHOL

The designated Avon Farmers Market area is a smoke and tobacco free area. Smoking and consumption of alcohol is prohibited while on the premises of the Avon Farmers Market on market operating days.

WEATHER

The Avon Farmers Market is open rain or shine. In the event of severe weather prior to the market, the market manager 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 Avon Farmers Market Facebook page.

The market area can become very windy. The market manager, sponsors, and host are not responsible for damages to property.

In the event that severe weather occurs during market hours, a wait and resume policy shall be followed. All participants shall secure their area, and enter their vehicle if possible. Market operations shall resume after 20 minutes if the weather has improved.

PRODUCT PRICING

Pricing of goods sold is solely the responsibility of the individual participant. Participants are not allowed to give produce away for free or at below-cost pricing (undercutting potential sales of other participants). The only exception to this will be on special event days (senior day, customer appreciation, etc.).

SAMPLING PRODUCT

You are not allowed to sample any product without following the guidelines set forth by the Hendricks County Health Department.

SALES TAXES

Participants are responsible for collecting all applicable sales taxes. Plants, crafts, and food items ready for immediate consumption are subject to sales tax. Participants should apply for a Registered Retail Merchants Certificate through the Indiana Department of Revenue. For more information, visit <http://in.gov/dor/3986.htm>.



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ORGANIC PRODUCTS

Any participant who wishes to advertise as “Organic” must meet the guidelines as described at <http://www.ams.usda.gov/services/organic-certification> and must display their certification for marketgoers to see.

SCALES

Participants selling products by weight must provide their own, certified “Legal for Trade” scale. For more information contact your local Weights and Measures Official at <http://in.gov/isdh/23288.htm>.

SNAP (SUPPLEMENTAL NUTRITION ASSISTANCE PROGRAM)

The Avon Farmers Market is a SNAP approved market. If you sell qualifying SNAP goods, the market manager will contact you with instructions to handle snap payments.

WIC (WOMEN, INFANTS, AND CHILDREN)

Produce vendors who are WIC approved may accept vouchers at the Avon Farmers Market. If you would like more information on this program or to enroll as a participant, visit <http://fns.usda.gov/fmnp>.

HEALTH DEPARTMENT REQUIREMENTS, PERMITS AND LICENSING

All participants 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, participants may need to submit a Farmers Market Vendor Permit. Questions pertaining to these requirements should be directed to:

Hendricks County Health Department: (317)745-9217

<http://www.co.hendricks.in.us/department/index.php?structureid=16>

The Hendricks County Health Department may conduct random inspections during market operating hours.



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INSURANCE

Participants who sell products at the market must submit proof of product and general liability insurance coverage.

Participants who set up a booth and do not sell products at the market may need to submit proof of general liability insurance.

PROOF OF INSURANCE

A certificate of liability insurance is the preferred form of proof of insurance. In addition to basic information, include the following information on the certificate:

- Name and address of insured
- Policy number
- Minimum coverages:
 - \$1,000,000 general liability
 - \$1,000,000 product liability (if applicable)
 - \$2,000,000 general aggregate
- If policy does not already cover the market location, list as:
 - 8190 E US Highway 36
 - Avon, IN 46123
- Coverage dates (effective and expiration dates)
 - If the policy expires during the market season, submit an updated certificate upon policy renewal.
 - Participants who fail to submit updated proof of insurance will not be allowed to continue participating in the market after the policy has expired.
- Certificate Holder:
 - Town of Avon
 - 6570 E US Highway 36
 - Avon, IN 46123
- Certificate holder is additional insured. Preferred listing as:
 - Town of Avon
 - 6570 E US Highway 36
 - Avon, IN 46123

WHERE TO APPLY FOR COVERAGE

The market manager does not endorse any specific insurance provider. General Internet research reveals the following information. The market manager is sharing this information and its source as a courtesy.

The Farmers Market Coalition (<http://FarmersMarketCoalition.org/fmc-explores-insurance-options>) has worked with Campbell Risk Management to provide group rate insurance coverage. To apply for insurance, follow this link: <http://CampbellRiskManagement.com/vendors-and-producers>.



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PAYMENTS

Make checks payable to: *The Town of Avon.*

If you are accepted to the market and are required to make a payment, use this page as a form to submit along with your payment.

Checks may be mailed along with this completed form to:

Avon Farmers Market
Town of Avon
6570 East US Highway 36
Avon, IN 46123

All payments may be coordinated through the market manager at *AvonFarmersMarket@avongov.org*. Coordination involves scheduling a time to visit Avon Town Hall to make a payment.

Debit or credit card payments must be coordinated through the market manager at *AvonFarmersMarket@avongov.org*.

The Town of Avon does not issue refunds. If an incorrect check amount is submitted, the physical check will be returned to sender.

The Town of Avon does not accept cash payments.

Business/Entity Name: _____

Contact Name: _____

Contact Phone Number: _____

Payment Amount: _____



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PARTICIPANT APPLICATION

Business / Entity Name: _____

Primary Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Primary Contact Phone: _____ Facebook: _____

Primary Contact Email: _____

Website, social media, or other way to learn about you: _____

Do you intend to sell products, or only share information? _____

Describe what you plan to bring to the market in reference to the objectives stated on page 3. If your intentions do not align with the market objectives, please explain: _____

Forms of payment you accept for sales transactions: Cash: ___ Debit: ___ Credit: ___ Check: ___ Other: _____

Do you need electricity to operate your business at the market? Yes: ___ No: ___

Describe any devices that generate noise above conversation levels: _____

Do you accept WIC? Yes: ___ No: ___ WIC Vendor # _____

Circle the market days you request to attend:

June: 4 11 18 25

July: 2 9 16 23 30

August: 6 13 20 27

AGREEMENT

To the fullest extent permitted by law, all Market participants and vendors agree to indemnify and hold harmless Hendricks Regional Health and the Town of Avon, Indiana, as well as their respective officers, directors, partners, agents, consultants, and employees, from and against liability for all claims, costs, losses, and damages, including all reasonable legal fees and costs, arising out of or relating to the participation in the Market, to the extent such claims, losses, damages, or expenses are caused by the Market participant's or vendor's negligent acts, errors, acts, or omissions. In the event claims, losses, damages or expenses are caused by joint or concurrent negligence of the parties, they shall be borne by each party in proportion to the negligence. The Market Manager reserves the right to make judgment calls based on activity deemed unsafe or unlike that of an upstanding member of the Avon Farmers Market. Participants or vendors who fail to comply with the rules set forth in the Avon Farmers Market Handbook may be asked to cease and desist from their actions, be removed from the Market, or may be denied participation in future Market events.

I have read and agree to the above agreement. I have also read and agree to abide by the policy as outlined in the 2019 Avon Farmers Market Handbook.

Signature: _____ Date: _____

Printed Name: _____

