



Fort Ben Farmers Market 2022 Guidelines

Thank you for becoming a Vendor at the Fort Ben Farmers Market (FBFM). Every vendor has been carefully considered to represent a diverse set of healthy, local food and craft options to our neighborhood and surrounding community.

MARKET DATES AND LOCATION

- The FBFM is open every **Thursday from 4:00 pm to 7:00 pm, June 2 through October 6, 2022** for a total of 19 markets.
- This year the market will be taking place on the **Fort Ben Cultural Campus** located at 8920 Otis Avenue in Lawrence, Indiana. Parking is located across the street and to the east of the market.

PRODUCTS

- FBFM is primarily a food-focused market that offers a limited quantity of handmade items. Booth space is available to vendors who offer the following:

Produce	Grains, Beans, Popcorn, and other dried foods	Dairy & Eggs
Honey & Syrup	Prepared foods	Baked goods
Plants & Flowers	Preserved foods	Natural beverages
Specialty food items	Herbal health products	Artwork
Crafts	On-site services	Household Supplies

Quality of Products

- All products must be in compliance with the Marion County Public Health Department (MCPHD) and the Indiana State Department of Health.
- We expect your products to be fresh, clean, and in good condition when presented at your booth. The Market Manager will ask for any poor-quality products to be removed.

Product Selection Policy

- The FBFM does not allow any vendor the exclusive rights to sell any particular product. Variety is important to allow options for our customers. That being said, the market has limits on how many vendors of each type it will allow. The goal is to help all vendors be successful while meeting the needs of all patrons.

BOOTH SPACE

Booth Size

- All booths are 10 x 10.
- Vendors can request a second, contiguous space at half the seasonal rate.

Booth Assignments

- Vendors will be assigned a booth space by the Market Manager.
- Full and partial season vendors will be assigned a specific location.
- 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 every effort will be made to accommodate these requests in a need-based priority.
- Whenever possible, like products will be separated for variety throughout the market.

Booth Fees

- full season vendor - \$250/booth
- partial season (9 weeks) - \$150/booth
- daily vendor - \$25 per market/booth

PAYMENT DETAILS

- Fees must be paid in full to hold your place at the market
 - full and partial season vendors due by May 5th
 - daily vendors - may pay 2 weeks in advance of scheduled market day.
- All full and partial season vendors will pay a \$50 attendance deposit, which will be refunded in full at the end of the season unless fines are deducted. See Attendance Deposit and Fines section on page 8 for details.
- Cash, check and credit card payments are accepted.
 - Checks should be made payable to the City of Lawrence and mailed to:

Fort Ben Farmers Market
City of Lawrence Government Center
Att: Damaris Iraheta
9001 E 59th St.
Lawrence, IN 46216

- Online at <https://fort-ben-farmers-market.square.site/>

- In-person at the City of Lawrence Controller's Office at the City of Lawrence Government Center at 9001 E. 59th St., Lawrence IN 46216.

ATTENDANCE REQUIREMENTS

It is vital to maintain consistency in order to build the customer base at the Fort Ben Farmer's Market however, we do understand that life happens. We strive to have a full market every single week.

- full season vendors are allowed 2 missed markets without penalty. Please advise the Market Manager in advance if possible.
- Partial season vendors are allowed 1 missed market without penalty. Please advise the Market Manager in advance if possible.
- daily Vendors are expected to attend all of their scheduled days, as specified in their application.
- If you intend to miss a market, please make every attempt to notify the Market Manager before 5:00 pm on the Monday before the market. If you do need to miss a market because of an emergency, notify the Market Manager immediately.
- All vendors are expected to be in their booth space no later than 3:30 pm. Vendors must be completely set up and ready to sell by 4:00 pm. Vendors who arrive after 3:30 pm may lose their space for the day.
- All vendors are expected to stay in their booth space until the end of the market at 7:00 pm. 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.
- All full and partial season vendors will pay a refundable \$50 attendance deposit. See Attendance Deposit and Fines section on page 8 for details

INSURANCE & PERMITS

- The FBFM has a liability insurance policy for the market.
- Each vendor must have their own \$1,000,000 liability insurance policy and must provide TWO Certificates of Liability to the FBFM. One with each of the following listed as additionally insured:
 1. Fort Ben Farmers Market
City of Lawrence Government Center
9001 E 59th St.
Indianapolis, IN 46216
 2. The City of Lawrence, Indiana
9001 E. 59th St.
Lawrence, IN 46216
- A license from Marion County Public Health Department must be obtained if required. You can find information at their website <https://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.

- 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

- 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.
- All products should be clearly labeled with the item name and prices. 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 FBFM with a copy of your certifications.
- If your business accepts credit cards, please display signage accordingly.
- SNAP and Fresh Bucks signage will be provided by the market if your products qualify for these programs.
- 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.
- 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://docs.google.com/document/d/1Pqafja1vtVI8QitSLWYJ2t60ypHInMdg/edit>
- All Partner Vendor products must be labeled with the name and location of the partner vendor.

PRICING & PAYMENT OPTIONS

- The FBFM does not regulate vendor pricing of their products, however, we recommend prices should be in the same range as similar products or other vendor booths. Communication between vendors regarding pricing is encouraged.
- It is encouraged that all vendors accept credit card payments.
- It is also encouraged that any qualified vendors 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>.
- The FBFM will offer SNAP (Supplemental Nutrition Assistance Program) and matching Fresh Bucks to income-eligible customers. Participating customers will be issued SNAP tokens at the FBFM booth and can 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 unless prior arrangements are made. Fresh Bucks will be deposited according to program guidelines.
- Fresh Bucks is a 2:2 dollar match of Hoosier Works EBT/SNAP transactions at Farmers Markets, which will match participant SNAP dollars up to \$20. Fresh Bucks check

vouchers 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. Vendors not enrolled in the Fresh Bucks Program will not be able to accept, deposit, or receive credit for Fresh Bucks check vouchers.

MARKET POLICIES

Safety

Vendors must take all possible measures to ensure the safety of customers entering their booth.

- 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.
- All Vendors must provide weights on each leg of their tents/canopies/umbrellas.
 - Weights must be a minimum of 40 pounds
 - Weights must be attached to canopies with ropes/bungee cords/straps etc.
- Vendors cooking onsite are required to have a fire extinguisher.
- Vendors with trip hazards, such as electrical cords, must provide floor mats to cover them. Vendors are solely responsible for the safety of their food items.
- Any vendor who feels unsafe or witnesses unsafe behavior should notify the Market Manager immediately.

Trash & Recycling

- Vendors are required to dispose of their own trash in the dumpster located on the Fort Ben Cultural Campus. Do not use park trash bins for vendor trash.

Market Cancellation

- The FBFM will operate rain or shine, and at any temperature. In case of dangerous weather conditions, all vendors will be notified by 1:30 pm on Thursday if the market is canceled. Vendors are encouraged to contact the Market Manager if there are any questions or concerns about the weather.

Noise

- The FBFM will provide 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.

Marketing

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

- You are encouraged to send weekly specials and business updates to the Market Manager for sharing in market communications.

Vendor Surveys

- FBFM 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 FBFM.

Pets

- The FBFM 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 city ordinance. If any vendor observes an unleashed pet, report it to the Market Manager immediately. NOTE that these guidelines can change based on direction from the MCPHD.

Conduct & Complaints

- The FBFM expects all vendors to conduct themselves in an appropriate manner at all times. Politeness to customers, other vendors, and market volunteers is essential. 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 FBFM board and staff. Depending on the nature of the complaint, this may include an inspection of your operations.
- The FBFM has a zero-tolerance policy regarding discrimination and appropriate actions will be taken.
- We have a no religion and no politics policy. The FBFM remains neutral.

Park Policies

- The FBFM operates in compliance with all Lawrence 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 LPD. Anyone in violation may result in a violation from the FBFM.

Attendance Deposit and Fines

- All full and partial season vendors will pay a refundable \$50 deposit at the beginning of the season. This deposit will be returned to vendors after the end of the season in November, pending any fines being deducted from the deposit. Possible fines are:
 - Late Notification of Absence is any notice made after 5 pm on the Monday before market. A \$20 fee will be assessed.
 - Late Notification of Tardiness is after 8 am on market day. A \$15 fee will be assessed.
 - More than three absences of scheduled days, even with proper notification: \$20 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.

SELECTION & PARTICIPATION

- 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.
- The selection of vendors will be based on the type and quality of products.
- Participation in previous market seasons does not guarantee acceptance.
- Selection to participate in the market will be made by the Board of Directors.
- Applications submitted before March 1, 2022, will be notified by March 15, 2022.
- Rolling acceptance will occur after this date if booth space is available.

Vendor Guidelines should be shared with workers to make sure guidelines are being communicated and met.

Please sign Acknowledgement Form and return to:

City of Lawrence
Att: Damaris Iraheta
9001 E 59th St., Suite 203
Lawrence, IN 46216

Or Email to fortbenfm@gmail.com



I have read and agree to the Fort Ben Farmers Market Guidelines:

Print Name

Signature

Name of Business

Date