

Criteria for Vendor Selection

General Acceptance Criteria:

The Indy Winter Farmers' Market (IWFM) is committed to bringing together a diverse range of among the highest quality, locally produced products the area's growers and producers have to offer. IWFM is also committed to educating patrons and encouraging growers and producers to increasingly expect, demand, supply and support the production of "Good, Clean & Fair Food," as defined by Slow Food. Toward these goals, the IWFM will use the following general guidelines, as well as many other factors, in evaluating grower and producer vendor applications. Additionally, IWFM reserves unconditional discretion to accept or refuse anyone as a vendor with IWFM.

Expectations & Prioritization in Vendor Selection

- IWFM must always consider product balance and space availability when evaluating new vendor applications.
- In addition to the guidelines below, priority is given to products that are unique or unusual, and products that are not already represented in the market.
- Duplicate products may be denied entry, or offered waitlist standing.
- All vendors are expected to provide consistently high product quality, as well as clean, attractive, and informative displays.
- All vendors are expected to present his or herself and product courteously, offer quality customer service, and provide honest, transparent, and straightforward information for consumers about products, farm/production/processing practices.
- All vendors are expected to help foster the relationship between producers and consumers that creates loyalty and sustainability in local buying practices.

Fresh produce and animal products:

- Growers and producers of produce and animal products may only bring to market and sell product that is grown/raised and harvested on land that they own and operate. Re-selling will not be permitted, and is grounds for immediate dismissal from market.
- Priority will be given to growers and producers who use sustainable, environmentally responsible, and ethical growing, breeding, raising, harvesting, and processing practices, such as but not limited to: chemical-free growing, production and transport, animals fed according to their natural habits & biology, hormone and antibiotic free animals and meat, and practices that work toward a chain of sustainable, local, environmentally responsible, ethically minded food production.
- Whole-food farm products will have priority over processed foods.
- IWFM expects growers and producers to adhere to the highest standards in safe food production, handling, sampling and labeling as applicable.

Processed and On-Premise Prepared Foods:

Producers of value-added farm foods, non-farm processed foods and on-premise prepared foods (hot foods edible on-site) are additionally evaluated on factors including but not necessarily limited to the following.

- Priority is given to producers who are using locally sourced ingredients for locally available ingredients, bought directly from the producers of these ingredients, or grown by the producer.
- Priority is given to producers offering products other than baked goods, candies, and desserts, and within these categories, priority is given to exceptionally unique or artisan products.
- Sourcing from sustainable local producers, including other IWFM vendors is encouraged.
- Re-selling of products produced by a different business/entity will not be permitted, and is grounds for immediate dismissal from market. Please feel free to check with market organizers for clarification.
- IWFM encourages producers of artisan quality products that are unique, handmade, use traditional skills and production methods, and offer the consumer quality experiences of flavor, smell and texture sensations.
- IWFM encourages producers to demonstrate to the greatest extent possible support of local in as many aspects of product/production as possible, as well as reflecting and thus educating on the seasonal availability of products.
- IWFM expects producers to meet all legal requirements for labeling and packaging, adhere to all state and county regulations and fees, and encourages producers to package and label in such a way as to reduce environmental impact, to minimize waste, and to differentiate from commercial style packaging.

Non-Food Products:

- All non-food products must be applicable as products for daily living, and provide a more socially and/or environmentally responsible alternative to other generally available products.
- Decorative craft or jewelry products are not currently being accepted to the IWFM, with possible exception considered for accepted vendors.

Returning Vendors/Seniority:

Returning vendors will be prioritized with consideration given to:

- History of compliance with IWFM rules, as well as federal, state and local regulations.
- Positive vendor conduct toward customers, fellow vendors, Market staff and volunteers.
- Length of time vendor has sold at IWFM.
- Timely submission of application, licenses and other Market correspondence.
- Attendance record and history of billing and payment.