

2011 Indianapolis Winter Farmers Market Rules and Regulations

The Indianapolis Winter Farmers Market provides a venue for directly connecting farmers and producers to Indianapolis area residents & visitors, enabling personal relationships in the exchange of vegetables, fruit, meat, baked goods, herbs, natural cleaning products and other locally produced food, household and innovative products straight from the producer to the consumer. The IWFM supports family farms, encourages sustainable farmland preservation and urban agriculture, delivers seasonal & local product to Indianapolis residents, and increases awareness of the social & environmental results from food traveling to our plates from around the country/world. The IWFM encourages local entrepreneurship, artisan/craft food production, socially & environmentally responsible innovation, and educational exchange toward the improvement of quality-of-life & quality-of-experience for Indianapolis residents & visitors.

Our first objective is to provide a venue for Indiana's sustainably-minded farmers and small-batch/craft/artisan food producers to sell what they produce, thus helping preserve and sustain our food & farm cultures, traditions, and resources. Our second objective is to make it possible for our customer community to have access to local, seasonal, nutritious food and unique locally produced alternatives to household & daily living products. Our third objective is to create a welcoming environment that encourages relationship and community, and which raises awareness of innovative local businesses in the community, as well as organizations working across the city and the state to foster social and environmental responsibility toward a more sustainable future and improved quality-of-life.

General Operations:

The IWFM will be open for retail sales from 9:00 am to 12:30 pm each Saturday during the winter market season, which will run November 12, 2011 through April 21, 2012.

The IWFM has the authority to change the market hours at any time. The market will be held every Saturday unless inclement weather deems it unsafe to operate, in which case the Market Manager or another Market representative will call every vendor.

Vendors, staff and customers may not bring domestic pets into the market. Smoking is not allowed in the market. All vendors and staff must dress appropriately. Shoes and shirts are required.

In all matters expressly mentioned or unmentioned in these Rules and Regulations the management of IWFM retains the right to set, establish, create, amend or eliminate rules, regulations and requirements at any point in time without notice if in its discretion the changes are in the best interest of the market. "Best interest of the market" is determined

solely at the discretion of the IWFM management and decisions made will be binding in all cases.

Vendor Expectations:

The IWFM consists of three types of vendors: Grower, Producer, and Non-Food Vendor.

A Farm vendor is defined as the person who grows or makes the product and may include the producer's immediate family, partners, employees, or local cooperatives upon review. The producer's name must be made clear in each booth.

Acceptance to the IWFM is based on the criteria outlined in the Criteria for Vendor Selection.

Attendance and Booth Space:

Market Vendors should be set up 15 minutes before opening time. All vehicles MUST be parked away from the building. Each vendor is required to stop selling at the close of the market and have everything loaded for removal 30 minutes after the close of the market.

Vendors are required to stay until the market closes even if all goods are sold. The Market Manager

must approve exceptions to this policy in advance.

Vendors must supply their own tables, chairs, etc. Booth space is not transferable. In consideration of the other vendors, nothing, including signage, will be allowed to extend outside the designated booth space dimensions.

Signage is required noting your farm or company name and the town you are based in.

Spaces may be reserved for the entire season. Specific pricing and booth location information is included in the IWFM application. If vendors who purchase full season spaces plan to miss a particular market day or days, the vendor must notify the Market Manager at least one week in advance of the day or days. Vendors will be charged for weeks missed without notification, and those who continually miss the market without notifying the Market Manager will forfeit their rights to their booth space.

Spaces vacated by full season vendors may be rented out to daily vendors at the discretion of the Market Manager. Vendors must contact the Market Manager at least one week in advance to obtain a space assignment. Spaces will be assigned on a first come basis. The day rental fee will be \$25.00.

Conduct and Procedures:

Each vendor must leave the selling area clean and in orderly condition. All refuse and unsold goods must be removed from the market area by the vendor. Vendors may be

assessed a fee for cleanup if the market has to further clean or professionally clean a selling space.

Vendors will not use the market provided trashcans to dispose of trash or liquids. All boxes and trash from each vendor must be taken to the dumpster.

Complaints:

All complaints will be investigated thoroughly by the IWFM Advisory Committee.

Any vendor or customer with complaints regarding policy or implementation of policy may request a meeting with the IWFM Advisory Committee and will be contacted in a timely manner to schedule a meeting. Vendors who have a complaint may verbally relay them to the Market Manager or any member of the IWFM Advisory Committee, or may submit them in writing. The IWFM Advisory Committee will investigate the complaint and will respond to the vendor in writing within one week.

Any matter not specifically set out in the 2010 IWFM Rules and Regulations will be taken before the IWFM Advisory Committee and a decision will be made and added to the rules and regulations. Any decision made by the IWFM Advisory Committee will be final.

Professional conduct is required during the complaint process. Inappropriate conduct during the complaint process (i.e., yelling, swearing, throwing items, harassing or threatening management, etc.) will not be tolerated and could result in immediate dismissal from the Market.

Inappropriate conduct or language towards other vendors, customers, or management of the IWFM, whether in person or by electronic media, will not be tolerated and may be grounds for immediate dismissal from the Market by the IWFM Advisory Committee and/or the Market Manager.

Products and Ingredients:

Farmers may sell any farm products, including value-added products, but all products must be produced by the Farm Vendor.

Approved producers must grow their own produce. The IWFM has the right to physically inspect crops and production areas of Vendors at any time.

All processed foods and non-food items must be made by the vending producer. Ingredients and

sourcing of those ingredients must be made available to the market staff upon request. Because of the goals of the market, IWFm Staff may request that vendors select or source their ingredients from more local or sustainable sources or producers.

Quality control is one of the most important factors in the IWFm Market. Routine inspections may be conducted. If your product is found unfit to sell at the IWFm, the Market Manager may ask you to discontinue sales of this item immediately. Vendors who repeatedly attempt to sell unfit items or produce may be asked to leave the Market.

Reselling will not be permitted, only in explicit cases determined by the market manager. No wholesale brokers will be allowed.

All products must comply with all applicable local, state and federal health and safety regulations that govern the sampling, production, labeling, or safety of the product the vendor offers for sale at the market. Failure to comply may result in forfeiture of the vendor's booth. If you have any questions on this matter, please speak with Molly Trueblood, the IWFm Market Manager, or Carol Ryan at the Marion County Health Department.

A copy of the commercial kitchen certificate or other required licensure must be available each week in case of inspection by the Marion County Health Department. All vendors must adhere to sanitary procedures for selling produce and value-added items.

Proper labeling must be used as defined by the proper authority. Proper labeling pertaining to organically or naturally grown certification must be displayed.

Pricing of goods sold at the market is the sole responsibility of the individual vendor. Fraudulent, dishonest, or deceptive merchandising or collusion to set prices among vendors may be grounds for forfeiture of the right to do business of any kind in the market for a length of time to be determined by the IWFm Advisory Committee.