



WHITESTOWN

Farmers Market

HANDBOOK



General Information: Whitestown Farmers Market

Whitestown Parks and Recreation Mission Statement

The Whitestown Parks and Recreation Department is dedicated to enhancing the lives of residents by creating experiences for all.

Farmers Market Connection

The Farmers Market aspires to elevate community life by providing simple access to locally grown, nutritious, sustainable, and safe goods. To make sure we are providing experiences that are beneficial for everyone, we analyze all of our events, including the Farmers Market, through the lenses of diversity, equity, and inclusion.

Whitestown Parks and Recreation Vision Statement

To cultivate a safe, welcoming, and active community for our residents.

Farmers Market Connection

The Farmers Market encourages the interaction of local vendors and consumers in a welcoming and safe setting. Being able to participate in our community improves the lives of both vendors and consumers equally.

Whitestown Parks and Recreation Staff

Dominic Cornett: Parks Director

Ana Gruber: Events Coordinator

Samantha Baker: Events Coordinator

Bethany Hernandez: Events Coordinator

Point of Contact

Ana Gruber is the Whitestown Farmers Market Master and the point of contact for all vendors. Please reach her via email at agruber@whitestown.in.gov or by phone at (317) 650-1928.

If Ana is unavailable, please reach out to Samantha Baker who will be the second point of contact. She can be reached via email at sbaker@whitestown.in.gov or by phone at (765) 978-1372.

Dates, Times, and Location of Whitestown Farmers Market 2024

11 Markets – Thursdays (*except July 4*) from 5-8 PM – located at Main Street Park (4286 S Main St. Whitestown, IN 46075).

June: 13, 20, 27; **July:** 11, 18, 25; **August:** 1, 8, 15, 22, 29

General Vendor Information

Vendor Application Process

To apply for the Whitestown Farmers Market, vendors must:

1. Read this handbook carefully to ensure the products they wish to sell qualify for the Market and develop an understanding of the rules and regulations of the Whitestown Farmers Market.
2. Applications are online via the Town of Whitestown website.
 - a. Access the Parks & Recreation page.
 - i. Under the “Community” tab, find “Events” under the “Parks and Recreation” section.
 - b. Access the Farmers Market page.
 - i. Scroll down to find the Events portion of the page and look for the Farmers Market icon.
 - c. Apply to be a vendor.
 - i. On the Farmers Market page under “Get Involved”, select the “Be a Vendor” button. From this button, select the “Sign Up” button underneath “Market”.
3. The Whitestown Farmers Market does not offer exclusivity for any vendor, company, brand, or products sold at any of the 11 markets.
4. All vendors are required to comply with the rules, policies, and guidelines described in this handbook. Acceptance to the market as a vendor and being allowed to continue attending the market is based on each vendor’s compliance with the market rules.

Vendor Participation Options and Fees

1. Full-Season Vendor:
 - a. Fee of \$150 for a full-time spot for all 11 markets.
 - b. Vendors are expected to stay for the entirety of the event (5 PM – 8 PM).
2. Partial-Season Vendor:
 - a. Fee of \$90 for a part-time spot for 6 market dates of your choice.
 - b. Dates must be selected before the start of the Market & the Fee must be paid ahead of time.
 - c. Vendors are expected to stay for the entirety of the event (5 PM – 8 PM).

Attendance and Tardiness

The Whitestown Farmers Market is committed to having a consistent, high-quality, friendly, and diversified market for Whitestown residents and visitors. For us to achieve this goal, it is necessary that all vendors arrive promptly to each market and are ready to begin selling at 4:30 PM for our 5:00 PM opening.

1. All vendors are expected to honor the participation schedule established in their Farmers Market Agreement.
2. Full-season vendors who are consistently late or with more than two (2) unexcused absences for the season may not be considered as a full-season vendor for the next season. If a full-season vendor has five (5) or more unexcused absences, for the season, they may be asked to NOT return for the rest of the season.
3. In the event of an absence from a scheduled Farmers Market due to any reason, vendors must notify the Market Master as soon as possible. If an emergency should occur, the vendor is asked to contact the Market Master as soon as possible after the emergency concludes.
4. We understand that occasionally circumstances beyond your control will cause a late arrival to the market. If this occurs, contact the Market Master.
5. Any vendor who consistently reports to the market late and is not ready for business at 4:30 PM may be asked not to return the rest of the season and may not be considered as a vendor for the following year.
6. Vendors who are absent without contacting the Market Master more than one (1) time may not be asked to return for the following year.

Booth and Equipment Information

1. Vendor space assignment: Vending spaces will be assigned by the Market Master using their best judgment. Necessary factors will be considered including, but not limited to:
 - a. Vendor needs such as electricity or handicap accessibility.
 - b. Physical distribution of products throughout the Market.
2. Vendor space reservations: Vendors who sign a full-season contract and commit to attending every week will be assigned a permanent booth space. Partial-season will be assigned spaces as they are available.
3. Booth size: Booth space is 10' wide and 10' deep. In consideration of other vendors, vendor setup must be within the boundaries of their space. No boxes, displays, signs, or other vendor equipment or products may extend into the common customer traffic areas. Vendors are responsible for always maintaining their spaces in a clean and sanitary condition.
4. Equipment and Supplies: The vendor must supply all their own equipment such as tents, tables, table coverings, chairs, display cases/fixtures, signs, etc. Vendors are also responsible for supplying their own weather protection equipment. All vendor equipment used at the market must be in a clean and safe condition. Glass display cases and other glass containers must be secured.
5. Fire extinguishers: All vendors who are cooking or heating food must have a fire extinguisher at their booth. Any vendors who are frying food in oil or grease must have a Class K fire extinguisher at their booth.
6. Tents/Canopies/Umbrellas: Any vendor tent, canopy, or umbrella on the Whitestown Farmers' Market site during a normal period of market operations, including the setup

and breakdown period, is required to be sufficiently and safely anchored to the ground from the time it is put up to the time it is taken down. GROUND STAKES ARE NOT PERMITTED. Please read more about this in the *Tent Weight Requirements* section.

7. Booth signage: Each vendor must have a table covering and display signage identifying the vendor's farm or company name. Signage must include the vendor's business name and must be prominently displayed and visible during market hours of operation. All product prices must be adequately displayed.
8. Other signage and printed materials: No signage or pamphlets are allowed that promote activities outside the market that are not related to vendor business. This includes, but is not limited to unrelated commercial businesses, controversial topics, and political and/or religious affiliations.
9. Organic products: Vendors of organic products must have their original certification clearly displayed at their booth. The word "organic" may not be used in advertising unless certification is provided. A copy of the certification must be submitted to the Market Master.
10. Scales: If selling goods by weight, the vendor must supply a legal and accurate scale, which is subject to periodic inspection by the County Department of Weights and Measures. Any weighing or measuring instrument or device used for commercial purposes in the State of Indiana must be licensed annually. This includes scales to measure produce at the market. A copy of the Weights and Measures license must be submitted to the Market Master.
11. Electricity: There is limited access to electricity at the market. Electricity is available, however, limited to select spaces and with limited amps. There is a fee of \$25, for the season, for the use of on-site electricity. If there is any change in electrical requirements during the season, communication must be made two weeks prior to the market day to ensure that a Parks staff member is given appropriate time to review the request and evaluate whether the necessary connections are available. If you require electricity, please contact the Market Master IMMEDIATELY.

Tent Weight Requirements

Wind-blown tents, canopies, and umbrellas are the number one cause of injuries and insurance claims at farmers' markets, but almost all this damage can be prevented. We require every tent, canopy, umbrella, and sign used at the Whitestown Farmers Market to be attached to an approved weight. All tents, canopies, umbrellas, signs, and other forms of stall covers must be sufficiently and safely secured to the ground from the moment the stall cover is erected at the start of the market day to the moment immediately before it is taken down at the end of the market. Tents and canopies are considered sufficiently secured with at least 40 pounds per leg and at least 50 pounds for umbrellas.

1. Weights should be secured in a manner that does not create their own safety hazard.

2. Weights should be tethered with lines that are clearly visible and will not cause a tripping hazard.
3. Weights should have soft edges to avoid causing cuts and scrapes.
4. Weights should be securely attached.
5. Weights should be on the ground (NOT above people's heads).
6. If tents, canopies, umbrellas, or signs are NOT adequately secured, the Whitestown Farmers Market management will require the vendor to take them down. If these items need to be taken down in the middle of the market, vendors are expected to direct customers to a safe place so they will not be injured.
7. Sufficient and safe weights include:
 - a. Filling an empty paint can with cement and tying them to each corner of the tent with a rope or bungee. Placing the can on the feet of the tent only is not sufficient.
 - b. Filling containers with sand/cement that can be anchored or secured with a rope or bungee.
 - c. PVC pipe capped and filled with cement must be hung on the inside of canopy poles and secured to the top braces of the canopy in a way that does not collide with customers or create a hazard.
8. Insufficient or unsafe weights include:
 - a. Gallon water jugs.
 - b. Tying tents, canopies, umbrellas, etc. to tables, coolers, or vehicles.
 - c. Sandbags that cannot be set upright and securely tied to the tent or canopy cannot be used.

Set-Up and Tear Down

1. Vendors may arrive any time after 3:30 PM. Vendors MUST arrive at their assigned space no later than 30 minutes before the market is scheduled to begin. Vendors should be completely set up and ready for selling by 4:30 PM.
2. To unload, vendors should enter the site from the South entrance (off Indigo Blue Blvd) and exit through the East entrance (Main Street side). Please unload products and supplies near your assigned vendor space, park your vehicle in the designated vendor parking, then return to unpack and set up your booth space. Please do not set up your booth until the vehicle is parked out of the market area.
3. For the safety of pedestrians, the area designated for unloading will be blocked off at 4:30 PM and reopened at 8:15 PM (or sooner if pedestrian traffic is clear). Vehicles are not permitted on the grass.
4. Vendor booths must remain open and ready to serve customers until exactly 8:00 PM. You may not start packing up your products and tearing down your booth until after 8:00 PM.

5. Vendors may not bring their vehicle to their booth for loading at the close of the market until their booth is completely taken down including, but not limited to: Tent down, all product packed, signs removed, trash properly disposed of.
6. Vendor cars pulled in for loading before the booth is completely broken down and packed will be asked to move until ALL booth space equipment and supplies are ready for quick loading.
7. Vendors will not be allowed to drive vehicles into the market site until 8:15 PM or when the last pedestrians have left the site. NO EXCEPTIONS.
8. Vendors must leave their booth space clean and free of trash and debris. Vendors may be assessed a fee for clean up if market staff must further clean or professionally clean a selling space. Garbage containers provided by Whitestown Farmers' Market are for customer use or light trash only. Agricultural waste, broken down boxes, and large bags of trash must be hauled away.

Vendor Meeting and Weekly Email Updates

1. Every vendor will be required to attend the pre-market meeting to discuss the rules, regulations, and expectations of the coming season.
 - a. This meeting will take place before the Market, and the date will be sent out via email to approved vendors.
 - b. This meeting is required for all vendor types; full and partial season.
2. Vendors will be expected to check their email weekly to receive updates about each market. These emails will include vendor layout, news, weather concerns, and other relevant information that is necessary for vendors to be aware of. These emails will be very crucial due to their containing important and time-sensitive information.

Selling Products at the Farmers Market

1. Products: Vendors must list all products they wish to sell on the vendor application. Any additional products must be approved by the Market Master at least two (2) weeks in advance of when the vendor wishes to bring the product to market.
2. Pricing/labeling: Vendors must accurately represent their products to the public with prices and proper labeling. All items must be clearly priced. If selling by weight, vendors must have a legal produce scale. Home Based Vendor products must have the statement below (under #6: Health Department Information) included on labels.
3. Sales staff: Persons selling a vendor's products at the market must be the vendor, a member of the vendor's family, or a paid employee who participates in the production of products sold at the market. Persons selling at the market must be able to accurately answer questions about how products were grown and harvested or, in the case of any prepared goods, how they were prepared, processed, and/or created. Minors (under 18 years) working or otherwise staying at vendor booths must always be supervised by an adult (18 years or over).

4. Hawking: Vendors are not permitted to “hawk” their products or harass customers in any way.
5. Music: The Whitestown Farmers Market supplies all music and entertainment during the market. No playing of instruments, CDs, digital music, etc. at vendor booths without permission from the Market Master.
6. Health Department information:
 - a. Home Based Vendors (HBV) do not need a permit in Boone County *unless* they are a food truck.
 - b. HBV must have food handler certificates & be able to present it at any time during the market. A copy of this certification must also be sent to the Market Master. These certificates can be completed via online or in-person classes.
 - i. If you are unsure if you are an HBV, please contact the Market Master for clarification.
 - c. HBV products require the following statement in at least 10-point font:
 - i. “This product is home-produced and processed, and the production area has not been inspected by the state department of health. NOT FOR RESALE.”
 - d. Sampling:
 - i. Per the Boone County Health Department, sampling is not allowed at the Whitestown Farmers Market.
7. Sales tax: Vendors are responsible for collecting and remitting sales tax on all non-food items.
8. Selling out: Should a vendor sell out of product at any time prior to the close of the market, they must maintain their booth in full set up. Please feel free to hang a sign that indicates you are out of product. However, you are not permitted to tear down your booth or vacate your booth space until the market is officially closed at 8:00 PM.
9. Close of market: Vendor booths must remain open and ready to serve customers until exactly 8:00 PM. Vendors are required to stop selling at the close of the market.

Please contact the Market Master if you have any questions or concerns.

Thank you!