



Vendor Handbook 2015

Corydon Farmers Market
Homegrown and Handcrafted
124 South Mulberry Street
Corydon, Indiana

Our mission:

To celebrate and support our local growers and artisans through a market that provides income for vendors, excellent goods for customers, and a gathering place for the community.

Our history:

The history of Farmers Markets in our community is rich. The Harrison County Farmers Market was established in 1983, and sold produce on the square in Corydon twice a week. Since then the market has had several locations in the Corydon area, and is currently located at God's Church on Hwy 135. Another market, the Indian Creek Marketplace, was established in 2012 and sold hand-crafted goods and food products at the town parking lot and Keller parking lots for three years.

The Corydon Farmers Market is hoping to combine these two markets into one "homemade and handcrafted" market, where the community can celebrate and support our growers and the artisans.

The Corydon Farmers Market was given a permanent home by County Government in January 2015 when they sold the former Annex Building, which was slated for demolition, to Main Street Corydon for one dollar.

You might say the roots of this building are now bearing fruit, once again. The building has a rich history and much of it relates to its new use: it was originally built as a grocery store and later served as the home of the Purdue extension.

We are currently fundraising to renovate the building to a year-round market. In the meantime, we will operate the Corydon Farmers Market as an outdoor market at 124 South Mulberry.

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Market season key dates

February 9, 2015, 6:00 pm: Vendor workshop: “Tips for Success at the Farmers Market” (at Purdue Extension: 247 Atwood Street, Corydon)

April 1, 2015: Vendor Applications due

May 1, 2015: Opening day of Corydon Farmers Market at 124 S. Mulberry

June 5, 2015: Grand opening celebration

October 30, 2015: Last day of first season at Corydon Farmers Market

Farmers Market Hours:

4:00 to 7:00 pm on Friday nights

(Vendors should plan to arrive by 3:30 to set up and be ready to sell by 4:00 pm. Vendors should not exit the market until 7:00 pm, unless they notify the Host Tent of extenuating circumstances).

Website

www.corydonfarmersmarket.org

Social Media

www.facebook.com/corydonfarmersmarket

www.twitter.com/corydonfarmersmarket

www.instagram.com/corydonfarmersmarket

Vendor Registration

Vendors are encouraged to register by April 1, 2015 for the summer season.

Each vendor will have a Market Membership Fee for each Season. During the market season there will be a \$2 fee per vending day collected.

- I. Summer Season Membership Fee: \$50
- II. Winter Season Membership Fee: to be determined
- III. Daily Vendor Membership Fee: \$15
- IV. Checks can be written to “Main Street Corydon” if you wish to pay by check

Market Master

The Market Master works closely with the Extension Educator and local Health Department to ensure all food products sampled and sold at the market are of the highest quality.

The Market Master shall be a member of the Corydon Farmers’ Market. They will have authority over the operation of the Farmers’ Market including vendor qualification and space assignment on the days the market is open to customers. All vendors must check in with the Market Master prior to setting up, including signing in with all the required information and paying the appropriate space fee. The Board may resolve any disputes and consider appeals from the decisions of the Market Master(s).

The Market Master team for 2015: Tom Fields, Becky King, Catherine Turcotte, Miranda Ulery.

Vendor Terms

- I. Goods must be sold directly from vans, trucks, trailers, and or tables and must fit into the space allotted
- II. Vendors must furnish their own tables, chairs, canopies or umbrellas, and other display arrangements
- III. It is mandatory that all produce be kept covered or under a canopy or umbrella at all times
- IV. Corydon Farmers' Market prohibits members from bringing live animals to the market site unless required by law or with permission of the Market Master.
- V. Smoking by vendors will not be permitted except in designated smoking areas.
- VI. Only signs promoting products being sold are allowed. No political campaign signs or campaigning at the market will be allowed.
- VII. Vendors must prominently display their sign (provided by Corydon Farmers Market) at their point of sale so that the public can easily see it each Market Day. Sign should include products available for sale that day.
- VIII. Seller is responsible for cleaning up around his/her vehicle and maintaining safety in that area.
- IX. Failure to completely clean up assigned spaces and surrounding area may result in loss of vendor privileges.
- X. Trash cans may not be available at the market building. All trash must be carried out.
- XI. Vendors must inform a Market Manager of an absence in advance.
- XII. Insurance is highly recommended for the safety of the vendor. Main Street Corydon carries liability insurance on the property. However, the market cannot fully cover the vendor's liability for selling their product at the market. If a customer reports a food borne illness that is traced back to a vendor's product, that sole vendor will be held fully responsible. This can be an addition to the vendor's farm policy through their current insurance agent.

Vendor Marketing Guidelines

- I. Vendor's prices should be clearly visible to customers.
- II. Displaying your products neatly and attractively lends to a more welcoming feel. Keeping your booth space not only attracts customers, but keeps the vendor organized and easily able to access any products
- III. Vendors should be neat, suitably dressed, and deal with the public in a courteous and appropriate manner
- IV. Using signs to let the customer know who the vendor is and what they are selling is an easy marketing tool that allows the customer to feel more connected to their food
- V. Having a picture of the vendor's family or of their farm lets customers know more about where their food comes from, making them more likely to purchase your products
- VI. Use WIC and SNAP vouchers! Sign up is easy and reimbursement is just as easy. Contact the Market Master or Extension Educator to learn more and sign up.

Permitted Products for the Corydon Farmers' Market

The primary purpose of the Corydon Farmer's Market is for the offering for sale articles for human consumption such as locally grown or produced fruits, vegetables, vegetable and bedding nursery stock, edible grains, nuts berries, shell eggs, hay, straw, maple sugars, syrups, honey frozen meat or articles such as flowers grown and offered for sale by the growers or producers, members of their family, or by their employees. The products should be of highest quality and as fresh as possible for the date of sale.

Eighty – five percent (85%) of the products displayed/sold must be produced locally in Harrison or within a 50 mile radius. Arts and crafts are permitted but 85% of the products must be produced by a local person and not be “flea market” or low quality.

I. Fresh

- a. Fresh produce should be of the highest quality and come directly from the vendor's farm as fresh as possible for the date of sale
- b. No product offered for sale at the Corydon Farmers' Market shall be purchased at an auction, wholesaler, or retailer
- c. Pricing should be based upon quality and quantity
- d. Fresh produce should be whole and unprocessed. Cut salads and sliced “Ready To Eat” vegetables or fruits will not be allowed for sale unless processed in a certified food establishment, and labeled as such
- e. Organic labeling can be used at the market
 - i. If you are a small organic farm or business with gross agricultural income from organic sales less than \$5,000 per year, you are exempt from certification
 - ii. However, you cannot use the USDA Organic Certified label
 - iii. Any processed foods must have all ingredients labeled as organic in nature
 - iv. For more information about organic labeling requirements, <http://www.ams.usda.gov/AMSV1.0/NOPEXemptOperations>

II. Home-Based

- a. To be labeled as a Home-Based Vendor (HBV), the individual must only sell at a farmers' market or roadside stand. If that individual is selling from their home or a food establishment, they are not considered a HBV under Indiana Code 16-42-5-29
- b. Food must be MADE in the individual's primary residence (or in an adjacent area on the same property). It cannot be made in a commercial kitchen (regulated food establishment)
- c. Allowed food items under the Home-Based Vendor rules:
 - i. Baked goods – cakes, fruit pies, cookies, brownies, dry noodles
 - ii. Candy and confections – caramels, chocolates, fudge, hard candy
 - iii. Tree nuts and legumes
 - iv. Honey, molasses, sorghum, maple syrup
 - v. Jams, jellies, preserves – only high acid fruits!

- d. Processed food items such as baked goods must be prepared from scratch by the vendor in a licensed facility or qualify as a Home Based Vendor (HBV) item and have proper labeling.
- e. Labeling requirements:
 - i. All HBV foods that are formulated and prepared must be labeled as “This product is home produced and processed and the production area has not been inspected by the State Department of Health.”
 - ii. Labels must also contain:
 - 1. Producer’s name and address
 - 2. Common name of the food product
 - 3. Ingredients
 - 4. Net weight and volume
 - 5. Date at which the product was processed.
 - iii. (For further information, please consult the HEA 1309 Guidance Document attached).
- f. **Restricted Foods** under the Home-Based Vendor Rules include:
 - i. Potentially hazardous food products (PHF) that may require temperature control because of the capability to support rapid growth of infectious/toxigenic microorganisms, or foods that have too high water activity/pH, or other intrinsic factors
 - ii. Foods such as meat (domestic or wild), poultry, aquatic animal products, Dairy (including raw milk), and egg products cannot be sold under the HBV laws. These do exclude some baked items and noodles that have been baked or dried to the desired water activity level (see below on how these products can be sold)
 - iii. Canned foods that are of low-acid or acidified foods (added acid, like pickles, if made by acidification, mustards, green beans, pickled beets, salsa, etc.)
 - iv. Cut melons
 - v. Raw seed sprouts
 - vi. Non-modified garlic-in-oil mixtures
 - vii. Cut tomatoes and cut leafy greens (salads)
 - viii. Cream based products such as cream cheese icing
- g. For more examples of foods that may be and may not be sold by HBV’s at the Corydon Farmers’ Market, please see the guidance document prepared by ISDH for HEA 1309. <http://www.ag.purdue.edu/foodsci/Pages/IN-HEA-1309-info.aspx>

III. **Fresh Meat**

- a. Beef, Pork, Lamb

Frozen meats (except poultry – see below) to be sold at the market must be processed in a properly licensed facility. It must be state or federally inspected and labeled according to the State Department of Health rules
- b. Poultry

Poultry sales are allowed at the farmers market if the following conditions as stated in Indiana house act 1312 are met:

- i. All poultry processed must be frozen at the point of sale and labeled in compliance with 9 CFR 381.10. Label requirements for this exempt uninspected product include the following:
 - 1. Name of the product
 - 2. Ingredients statement
 - 3. Statement of the quantity of contents in terms of weight or measures;
 - 4. Name and address of manufacturer;
 - 5. Date of packing
 - 6. Explanatory statement indicating why the requirements inspection legend is not permitted; for example, the phrase “Small Enterprise Exemption from Inspection” is suggested by FSIS but is not a mandatory requirement.
 - ii. Producers must be slaughtering/ processing less than 10,000 birds in the calendar year to qualify.
 - c. No wild game
All meat must be processed in a properly licensed facility. It must be state or federally inspected and labeled according to the State Department of Health rules
 - d. Aquaculture
 - i. Finished product must come from a licensed retail food establishment (410 IAC 7-24) and be fully labeled.
 - ii. The vendor may be licensed by the local health department

IV. Animal Product

- a. No live animals may be sold or given away at the market
- b. Eggs must be kept at 41° F or less and used egg cartons may only be used if relabeled with vendors name and address that effectively covers the original brand labeling. Vendor must have a current egg vendor license issued by the State Egg Board and a copy of the license must be on file with Main Street Corydon
 - i. For a retail vendor license from the Indiana State Egg Board:
<http://www.ansc.purdue.edu/ISEB/RetailApplication.htm>.
- c. If selling honey, vendors must post a visible sign informing customers of the danger of feeding honey to infants and children less than one (1) year of age.
- d. Dairy
 - i. Products include:
 - 1. Butter
 - 2. Cream
 - 3. Fluid milk
 - 4. Cheese
 - 5. Flavored milk
 - 6. Ice cream
 - 7. Sour cream
 - 8. Yogurt

- ii. No raw milk may be sold at the market for human consumption. All milk products must have gone through the pasteurization process (see pet food vendor information).
- iii. Products must come from a Board of Animal Health-permitted facility and the vendor may be licensed by the local health department
 - 1. Contact the Dairy Department of the Board of Animal Health at animalhealth@boah.in.gov or 317-544-2400 to apply for a permit
- iv. Dairy products must be delivered and maintained at an internal temperature of 45°F or below
- v. Cheeses made from unpasteurized milk can be sold as long as it is also aged for 60 days and labeled correctly

V. Pet Food

Pet foods may be sold at the Farmers' Market with the correct labeling and licensing

- a. Vendors must obtain a commercial feed license
 - i. List the company or business name and address
 - ii. Submit the license application PRIOR to distribution
 - iii. Pay the \$50 annual fee
 - iv. Forms can be found at the Office of Indiana State Chemist website: <http://www.oisc.purdue.edu/feed/forms.html> or by contacting them at (765) 494-1492
- b. All pet foods and treats must be properly labeled
 - i. The label must meet the criteria outlined in the Commercial Pet Food Rules (355 IAC 6-2)
 - ii. Must accompany the treat or food throughout distribution
 - iii. On the label:
 - 1. Product name
 - 2. Species for which it is intended
 - 3. Guaranteed analysis (crude protein, crude fat, crude fiber, moisture, etc)
 - 4. Ingredient statement
 - 5. Feeding directions
 - 6. Party responsible for the treat or food
 - 7. Quantity Statement
 - 8. More specific requirements can be found at http://www.oisc.purdue.edu/oisc_rules_regs_laws.html#feedlaws
- c. Distributing the treats
 - i. If treats are distributed to the customer in packages greater than 10 pounds in weight, or in bulk, then the company must file a quarterly tonnage report with the Office of Indiana State Chemist
 - 1. There is a minimum fee of \$5 per quarter or \$0.40 per ton, whichever is greater for bulk distribution
 - 2. Quarterly tonnage reports are mailed at the end of each quarter to appropriate licenses

- ii. If the treat is distributed to the customer in packages 10 pounds or less, then each brand and product name must be listed with the office
 - 1. There is an annual fee of \$50 per brand and product name
 - 2. No tonnage reports or tonnage fees are due on these products
- iii. If any foods such as raw milk are to be sold at the farmers' market and labeled NOT FOR HUMAN CONSUMPTION, it must be sold as a pet food and will fall under the labeling and licensing requirements set by the Office of Indiana State Chemist

VI. Alcohol

- a. Wine may be sold if the vendor holds both a Vintners' and Farm Winery Permit.
 - i. Under Indiana Code 7.1-3.12-5, a farm winery permit allows the permit holder to sell the winery's wine to consumers by the bottle at a farmers' market that is operated on a nonprofit basis.
- b. Beer may be sold if the vendor holds a brewer's permit or an out-of-state brewer holding either a primary source of supply permit or an out-of-state brewer's permit.
 - i. Under Indiana Code 7.1-3-2-7, If the brewer's brewery manufactures not more than thirty thousand (30,000) barrels of beer in a calendar year for sale or distribution within Indiana, the permit holder may sell the brewer's beer to consumers for carryout at a farmers' market that is operated on a nonprofit basis. The delivery to a consumer may be made only in a quantity of not more than five hundred seventy-six (576) ounces at any one (1) time, but the beer may be contained in bottles or other permissible containers. A sale to a consumer under this clause may not be made on Sunday.

VII. Home-Crafted Product

- a. All craft items must be original and handcrafted by the vendor. **No purchased raw materials or commercially prepared products may be sold, unless significantly transformed through handcrafting to create original quality work by the vendor.**
- b. No craft items made from kits, reproductions of artwork not created by the vendor and commercially manufactured clothing, unless substantially altered and enhanced by the vendor will be allowed. **The starting material must be significantly altered and enhanced by the vendor and the finished product should artistically dominate any commercial components used in the product.**
- c. Items must be safe, have a reasonable life expectancy and exhibit quality craftsmanship.
- d. Final determination on hand-crafted goods will be made by market masters.

Food Safety

I. Food Handling

- a. All items intended for human consumption must be kept at least 6 inches off the ground at all times, be under a tent or umbrella or be covered and be in a safe and sound condition.
- b. Vendors are responsible for any damages resulting from his sale of unsafe or unsound goods.
- c. No potentially hazardous foods should be sold. For reference, please call the Harrison County Health Department at (812) 738-3237.
- d. All baked items must be produced in a licensed facility or meet requirements for a Home Based Vendor and be labeled accordingly.
- e. All items requiring immediate refrigeration must meet state, county, and local health requirements, rules, and regulations. Vendors are responsible for their own refrigeration source.
- f. Vendors are responsible for complying with all applicable laws, regulations, and ordinances pertaining to their products.
- g. Scales and measuring devices must be legal, certified, and accurate.

II. Food Sampling

Samples of baked goods are allowed at the WCFM provided the following guidelines are followed:

- a. Preparing samples for consumers and handling baked goods are all considered food handling and proper precautionary measures must be followed.
- b. Foods must be protected at every stage of the preparation and handling process.
- c. Bare hand contact with ready-to-eat foods is prohibited. Utensils such as tongs, forks, and single-use gloves must be used to prevent food from being in contact with bare hands. If you are ill you must not handle any food at the farmers' market. Food handlers must keep their hands clean at all times. If using a cooler, be careful not to store ready-to-eat foods in direct contact with ice.
- d. If providing samples at the market, food preparers, consumers' hands and insects are major sources of food sample contamination. Bare-hand contact with food is forbidden. Tongs, spoons, single use gloves, deli tissue may be used for handling samples.
- e. Open foods sold at the farmers' market, such as samples, should have some sort of overhead protection covering the display area. A tent, an awning, or large umbrellas are acceptable overhead protection. The samples themselves must also have some sort of covering to screen from insects and debris.
- f. All vendors giving out samples are required to have clean and sanitized utensils.

III. Hand washing

Hand washing is the best way to prevent the spread of disease. Products such as hand sanitizers should not be used as a replacement for hand washing. We will have a hand washing station designated for the Corydon Farmers Market.