



FARMERS MARKET

DOWNTOWN WABASH

2024 Vendor Handbook

About our Market



Welcome to the 17th annual season of the Downtown Wabash Farmers Market! Our purpose is to create quality of place and liveability for our community on Saturday mornings in May–September. This market specifically caters to vendors who sell all things handmade, homemade, and homegrown only. Along with fresh food options and artisan goods, you can expect to see live music and kids activities. Our family–friendly environment includes every member of the family; we are a dog–friendly market! Our dream is that you can see your business in the storefronts of Downtown Wabash! We hope that this introduction to small business starts a fire in your entrepreneurial heart.

The Downtown Wabash Farmers Market is a program of Downtown Wabash, Inc. Downtown Wabash, Inc. is a Nationally Accredited Main Street Organization in Downtown Wabash. Downtown Wabash, Inc. is a 501(C)(3) nonprofit organization whose mission is to be a catalyst for community and economic revitalization. The Downtown Wabash Farmers Market is among the 40+ events presented by Downtown Wabash, Inc. that bring vitality to the district.

1. Location & Season Information

- **WHEN:** Our Market runs from 8 a.m.–Noon every Saturday beginning May 11–Sept. 28
- **BOOTH SET-UP TIME:** Vendors can begin setting up at 7 a.m. and must be ready for the Market to start by 7:45 a.m.
- **BOOTH TEAR DOWN:** Vendors should not begin tear down until the Market officially ends at Noon. Please notify the Market Manager or Coordinator if you need to tear down before closing.
- **WHERE:** The Market is located in Downtown Wabash in the Honeywell Center/ Elks Lodge Parking lot at the corner of Cass and Market Streets (275 W. Market St, Wabash, IN 46992). At times, the Market needs to relocate and advanced notice will be given.
- The Farmers Market will be located at Paradise Spring Historical Park on August 17 for the Dave Kunkel Cruise–In Car Show.

What We Provide:

- On–site Market Team for consistency and oversight
- Vendor registration is available online at DowntownWabash.org. For paper application, please visit our office at 189 S. Miami St., Wabash, IN 46992, Suite #1
- Weekly communication with Market Manager
- Social media resources available
- Consistent marketing efforts to draw attention to Market
 - Frequent postings on Facebook and Instagram (@WabashFarmersMarket)
 - Press Releases
 - Radio Ads
 - Blog posts on The Downtown Buzz Blog
 - Email Marketing
- Electricity for vendors that need it
- SNAP & cash voucher reimbursement

2. Registration Types

The market is held rain or shine. Strong wind, lightning or a weather warning are potential causes for cancelling or delaying the market. A delay is more likely than a cancellation. The Market Manager will alert you of cancellations and delays by 7:45 a.m. Registration fees are nonrefundable.

This pricing is based on one 10x10 ft tent space. Additional 10x10 space(s) can be reserved for an extra fee.

- **Full Season: \$250.00**

- 21 weeks: May 11 – September 28
- \$250 per 10x10 tent space

- **Half Season: \$150.00**

- 1st half of season May 11 – July 20
- 2nd half of season: July 20 – September 28
- \$150 per 10x10 tent space

- **Drop-In Weekly Rate: \$30/\$25**

- \$30 per 1 week for 10x10 tent space
- Reduced rate of \$25 for nonprofit organizations
- Drop-In booth spaces are available on select Saturdays. Check with the Market Manager for availability.

3. What Can be Sold?

The Downtown Wabash Farmers Market provides a venue for producers of handmade, homemade and homegrown goods to sell to the public. Resale of goods is prohibited. We reserve the right to refuse acceptance of any vendor or item that is not in keeping with the criteria and our guidelines. The following items are allowed to be sold:

- **Homegrown:**

- **Unprocessed Farm Products:**

- Farm products that are not processed beyond harvesting, cleaning and packaging. This includes: whole, uncut fruits and vegetables, herbs, nuts, cut flowers, seeds, whole grains and eggs.

- **Eggs:**

- Vendors selling eggs must have their inventory kept at 41 degrees or less. Used egg cartons may only be used if relabeled with the vendor's name and address. Vendors must obtain a current egg vendor license issued by the State Egg Board.

- **Plants:**

- Plants (potted, in soil blocks and bare-root) are permitted for sale. Vendors selling any perennial plants should contact the Department of Natural resources, Entomology Division to determine licensing and inspection needs. Contact information is in the "vendor resources" section.

- **Mushrooms:**

- Mushroom species picked in the wild shall be obtained from sources where each mushroom is individually inspected and found to be safe by a mushroom identification expert. This includes Morel mushrooms.

◦ **Value Added Foods**

- These foods are processed farm products made from raw ingredients in a licensed kitchen or processing facility. This includes: jams and jellies, relishes, salsa, cider, frozen/dehydrated fruits, vegetables and herbs, fresh/frozen/preserved meat (includes beef jerky), dairy products or other processed agricultural and livestock food products. Vendors must get proper permitting from the Wabash County Health Department.

• **Handmade:**

- Artwork, crafts, jewelry, soaps, candles, pottery, etc.

• **Homemade:**

◦ **Home-Based Vendor Products**

- These products include: baked goods, candy/confections, whole uncut produce, tree nuts and legumes, honey, molasses, maple syrup, jams, and jellies.
- **Labeling Requirement: Home-based products must be labeled according to Indiana code; which includes the following statement: “This product is home produced and processed and the production area has not been inspected by the state department of health. NOT FOR RESALE.”**
- Vendors must obtain a Food Handlers Certification accredited by the American National Standards Institute (ANSI). Vendors are to keep a copy of the certificate on file at the Wabash County Health Department and a copy with them on-site at the market if a customer requests to see it. It is the vendor's responsibility to ensure proper certification is obtained, NOT the market's.
- For additional resources, visit the [Wabash County Health Department Food Services](#).

4. Attendance Policy

- By registering as a vendor, you are committing to attend the Market. The Market Manager assumes you will be in attendance every week you are signed up for unless notified otherwise.
- If you are unable to attend the market, you MUST let the Market Manager know in advance by texting or calling Carly at 260.571.1538.
- 3 no call/no shows will result in a withdraw of application and booth space forfeited.

5. Credit Card Sales

- If you do not have your own equipment to take debit/credit transactions, customers can purchase vouchers from the Farmers Market Information Booth.
- When a customer visits your booth and would like to use a card payment, direct them to the Farmers Market Information booth. We will make the card transaction for the customer and give them vouchers for the specified amount in exchange.
- These vouchers are spent like cash. Please give any change back to the customer. To receive reimbursement, please return vouchers back to the information booth at the end of the day. The Market Coordinator will reimburse you in cash for small amounts (\$1-\$10). For any reimbursements above \$10, the vendor will be reimbursed in the form of a check within 30 business days.

6. Anonymous Sales Reporting

- We collect sales information to track the financial impact the market has on our community. Periodically, the Market Manager may ask you to anonymously report your estimated sales. You do not need to add your name or your business name in this reporting.

7. SNAP & WIC FMNP

- The Market accepts Supplemental Nutrition Assistance Program (SNAP) benefits.
- SNAP users can purchase food to eat, such as breads, fruits, vegetables, meats and dairy products, seeds and plants which produce foods, honey, maple syrup, granola, etc. SNAP users can NOT buy: any non-food items like soaps, paper products, hot foods, etc.
- Customers using SNAP can redeem their benefits by visiting the Information Booth. Similar to credit card transactions, their card will be swiped and customers will be given tokens in the amount specified. Please turn in collected tokens at the end of the market day
 - SNAP tokens do NOT spend like cash
 - Do not give change for SNAP purchases
 - Handmade vendors may NOT accept SNAP tokens
- Double Up Indiana: The Market utilizes the Double Up program to offer SNAP incentives to eligible customers. For every \$1 spent in SNAP, customers earn \$1 in Double Up Bucks to spend on fresh fruits and vegetables at the Market. Review program details here: [Double Up Indiana Vendor Guide](#)
- WIC Farmers Market Nutrition Program: Foods that can be purchased through this program are: a variety of fresh, unprepared, locally grown fruits, vegetables and herbs. Vendors themselves accept WIC FMNP checks only.
- We encourage our Homemade and Homegrown vendors to apply to accept SNAP and WIC FMNP themselves. To learn how to apply, follow the links here:
 - SNAP: <https://www.fns.usda.gov/snap/apply-to-accept>
 - WIC: <https://www.fns.usda.gov/fmnp/wic-farmers-market-nutrition-program>

8. Liability

- **Insurance:**
 - If desired by the Vendor, insurance can be obtained at the Vendor's own expense. The Farmers Market assumes no risk and, by acceptance of this agreement, the Vendor expressly releases Farmers Market, Downtown Wabash, Inc., Wabash Marketplace, Inc., and the venue location and all of its representatives of and from any and all liability for any damage, injury or loss to any person or goods which may arise from the rental and occupation of said booth space by the Vendor, and agrees to hold and save the Farmers Market, Downtown Wabash, Inc., Wabash Marketplace, Inc., venue location and all of its representatives harmless of any loss or damage by reason thereof.

9. Booth Space Information and Examples

- The Market Coordinator will send out a weekly map of the vendor spaces and updates about what is going on at the market each week.
- Booth spaces are assigned ahead of time by the Market Manager. To request a specific spot, we recommend early registration. Vendors committing to the full season will remain in the same space. Half-season vendors will remain in the same space nearly every week. Vendors who drop in periodically should expect to move around a little bit. The Market Manager will work to give you the same space.
- **Requirements:**
 - Tents must be weighed down properly. The Market is not responsible for any damage or injuries that may happen due to a tent flying away. Thirty pounds (equivalent to one cinderblock) or more per tent leg is recommended by the State Fire Marshall's Office.
 - Acceptable tent weights include: cinderblocks, water tubes, sand bags, coffee cans filled with concrete and metal plates. See examples on page 5.

- **Set-Up/Tear Down:**

- Vendors can begin setting up at 7 a.m. and must be ready for the Market to start by 7:45 a.m. Please refrain from selling until 8 a.m. sharp.
- It is prohibited to have your vehicle or trailer in your booth space unless permission is granted by the market coordinator. You may have your vehicle in the market to unload. All vehicles must be out of the market by 7:45 a.m.
- Vendors should not begin tear down until the Market officially ends at Noon. Please notify the Market Team if you need to tear down before closing.
- Vendors are to set up and take down their own tables, chairs, tents, etc. All trash is to be removed at the end of the day.

- **Booth Space Examples**

- The set-up of your booth has an impact on your success. Identify your space, make it warm and welcoming to customers, and make neat and organized. Here are some tips and photos to help you brainstorm your space!
- **Identify:**
 - We provide a small vendor ID sign to display at your booth, but we suggest you have additional signage, like sandwich boards, tent signage, banners, chalkboard signs, etc.!
 - Identifying your product is also helpful to customers. We recommend including prices on your items, where it was grown and made (i.e. Wabash County, in Indiana, etc.)
- **Make your space inviting:**
 - Use shelving and product containers to create dimension in your space. Use color, your brand, etc. to create an aesthetic design. Here are some great examples of booth displays. For more tips, check out this resource: [Farmers Market Vending Guide](#).



Tent Weight Examples:





Create a sense of abundance and flow

Think of "eye" level visuals; use vertical displays



Use signage that makes a good impression, creates a brand, provides information to attract/inform customers

Display product name and price



Display products in baskets or unique holders

10. General Information

- **Applicable Laws:**

- All vendors are required to meet State, Local, & USDA Health Department Codes.

- **Health and Safety Requirements:**

- All items intended for human consumption must be kept off the ground at all times and be in safe and sound condition. The vendor is solely responsible for damages resulting from the sale of unsafe/unsound goods.

- **Sampling Product:**

- Vendors interested in giving samples of their product should contact the Wabash County Health Department for Sampling Guidelines.

- **Equipment and Supplies:**

- Each vendor must supply their own tables or other display equipment. If selling foods by weight, the vendor must supply a legal produce scale, which is subject to periodic inspection by the Wabash County Department of Weights and Measures. Contact information is in section 11, "Vendor Resources". Canopies, umbrellas or other weather protection devices are supplied by the vendor and must be securely anchored. The vendor is solely responsible for any damages or personal injury resulting from the use thereof. Prior approval is required for any heat-producing devices. All equipment must fit within the vendor's designated space, including canopies. Vendors will be required to adjust their setup if it is determined to be unsafe by the Market staff.

- **Indiana Sales Tax:**

- Plants, crafts and other non-food items sold in Indiana are subject to sales tax. Vendors should apply for a Registered Retail Merchants Certificate through their regional Indiana Department of Revenue. Certificates cost \$25.00 and must be renewed every two years. This is the vendor's responsibility. For more information, call 317.232.2240.

11. Vendor Resources

Wabash County Health Department

Rich Mofield
rmofield@wabashcounty.in.gov
260.563.0661 x 1249

Wabash County Department of Weights & Measures

Todd Titus
tctitus53@gmail.com
260.571.4587

Indiana Department of Revenue

317.232.2240

Downtown Wabash Farmers Market

Market Manager: Carly Hawkins
carly@downtownwabash.org
260.571.1538

Department of Natural Resources, Division of Entomology & Plant Pathology

317.232.4120

Indiana State Egg Board

765.494.8510

Purdue Extension

Community Wellness Coordinator

Keri Salb-Mertz
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Entrepreneurship Coach

Angie Harrison
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