

2026 BROWNSBURG FARMERS MARKET VENDOR HANDBOOK

General Information

Mission

The **mission** of the Brownsburg Farmers Market is to support local growers, producers, and artisans and to provide all residents with access to affordable, healthy, fresh food and handcrafted goods.

The **objectives** of the Brownsburg Farmers Market are to provide a venue according to the following priorities:

- 1) Where local Indiana farmers bring fresh produce to the community.
- 2) Where creators, makers, and bakers bring their self-made products to the community.
- 3) Where local businesses share their handmade and homegrown products with the community.
- 4) Where local businesses and community members share information about their contributions to the community.

The interpretation of the objectives is at the discretion of the Market Master.

Market Contacts

Market Master

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Market Financials Coordinator (Vendor Payments and SNAP)

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Market Season and Location

The Farmers Market occurs on the Town Hall Green at 61 N. Green St. The market season will run every Thursday, June through August. Market hours are 4 to 7 p.m.

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Products

The Brownsburg Farmers Market welcomes a wide variety of high-quality, locally produced goods. Vendors must sell items they grow, produce, or create themselves. Resale items are not permitted. All products are subject to approval by the Market Master to ensure alignment with market standards.

Product Categories:

- **Produce** – Fresh fruits, vegetables, and herbs grown locally.
- **Grains, Beans, Popcorn, and Other Dried Foods** – Whole grains, legumes, seeds, popcorn, and similar items prepared or packaged by the vendor.
- **Dairy & Eggs** – Milk, cheese, yogurt, and eggs produced locally; must meet Indiana and Hendricks County health requirements.
- **Honey & Syrup** – Honey, maple syrup, sorghum, and other natural sweeteners.
- **Prepared Foods** – Foods ready to eat, including meals, sauces, dressings, dips, and condiments. Certain items may require pre-approval or temperature control.
- **Baked Goods** – Bread, cookies, cakes, pastries, and other bakery items made by the vendor. Proper labeling is required for all baked goods.
- **Plants & Flowers** – Annuals, perennials, potted plants, herbs, cut flowers, and arrangements grown or cultivated by the vendor.
- **Preserved Foods** – Jams, jellies, pickles, fermented foods, and canned goods made according to Indiana HBV and health department guidelines.
- **Natural Beverages** – Juices, kombucha, cider, coffee, tea, and other beverages produced or prepared by the vendor. Health department approval may be required.
- **Specialty Food Items & Pet Products** – Unique food products, mixes, snacks, or treats for people and pets, produced locally.
- **Herbal Health Products** – Teas, tinctures, salves, or supplements derived from herbs and botanicals, produced by the vendor.

Artisan Products:

- Artisans creating handmade goods such as candles, soaps, woodworking, jewelry, textiles, and other crafts are welcome.
- All artisan products must be original, handmade, and created by the vendor.

Additional Notes:

- Vendors should notify the Market Master of any new products or additions prior to market day.
- Certain product types may require additional permits or health approvals (e.g., dairy, eggs, prepared foods, etc.).

Origin of Products

The Brownsburg Farmers Market places a high standard of quality on all products offered. To participate in the Market, your products must be grown, produced, or created in Indiana. Vendors selling out-of-state products are not eligible to participate.

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We prioritize vendors who use local ingredients or materials, helping to ensure that the Market provides fresh, locally sourced food and goods to the Brownsburg community. This commitment supports local farms, artisans, and businesses while keeping the focus on truly local offerings.

Vendor Application & Acceptance

Approval is based on product type, attendance, seniority, and compliance. Market Master decisions are final; vendors may request future consideration.

Insurance

Liability insurance is required based on the following tiers. Please upload a copy to your market application.

Tier 1 – Certificate of Insurance required with the Town of Brownsburg listed as an additional insured.

- Food and beverage vendors
- Alcohol vendors
- Vendors using heat, electricity, generators, sharp tools, or open flame
- Vendors selling packaged food (non-prepared)
- Vendors using equipment or displays beyond tables and tents for demonstrations
- Any vendor providing services (e.g., face painting, fitness demos)

Tier 2 – Certificate of Insurance NOT Required

- Vendors selling handmade goods, art, crafts, photography, books, jewelry
- Vendors with no services, no food, no interaction beyond sales
- Table-and-tent only, no power, no demonstrations

Special Farmers Market Dates

In addition to our seasonal vendor lineup, the Brownsburg Farmers Market hosts a variety of themed Special Nights throughout the season. Vendors are encouraged, but not required, to participate in Special Night themes. Vendors may offer promotions, samples, or themed products to align with the event. Market staff will provide updated maps for any event-specific instructions via weekly emails.

June 4 – Artisan Night: A celebration of handmade and locally crafted goods highlighting the creativity of regional artisans. Expect strong interest in unique, specialty, and one-of-a-kind products.

June 11 – Strawberry Shortcake Festival (with Brownsburg Kiwanis Club): A high-attendance community favorite featuring strawberry shortcake sales and a festive summer kickoff atmosphere. Vendors should anticipate increased foot traffic and family participation.

June 18 – Barkin' in the 'Burg (Sponsored by Lawn Pride): A dog-friendly market night celebrating pets with activities and pet-focused vendors. Vendors should expect increased attendance from pet owners and families.

June 25 – Shop Local Night: A spotlight on supporting small businesses and local entrepreneurs. Promotions and messaging throughout the market will encourage attendees to explore and purchase from all vendors.

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July 2 – Market to Table Night: Focused on fresh ingredients and local food connections, this night encourages guests to purchase items for preparing meals at home. Food producers and agricultural vendors typically see strong engagement.

July 9 – Kid Biz Market Night: Young entrepreneurs will showcase their small businesses alongside regular vendors. Expect a high-energy, family-centered environment with increased youth participation.

July 16 – Non-Profit Night: Local non-profit organizations will be highlighted to share their missions and community impact. Vendors can expect strong community engagement and opportunities for networking.

July 23 – Brownsburg Bakers Showcase: A celebration of baked goods and sweet treats featuring local bakers. Expect increased interest in desserts, specialty baked items, and complementary food products.

July 30 – Nostalgia Night: A themed evening celebrating throwback fun, classic favorites, and vintage vibes. Vendors are encouraged to lean into retro displays or nostalgic products where appropriate.

August 6 – Corn Roast (with Weber Farms): A seasonal favorite centered around fresh local corn and summer harvest offerings. Anticipate large crowds and strong demand for fresh produce and ready-to-eat foods.

August 13 – Chamber Night (with Brownsburg Chamber of Commerce): Local businesses and Chamber members will be featured, drawing additional business-focused visitors and networking opportunities.

August 20 – Hometown Heroes Night: A night honoring local service members, first responders, educators, and community leaders. Vendors are encouraged to offer special discounts or items to service members and first responders.

August 27 – Market Appreciation Night: A season-ending celebration recognizing vendors, sponsors, volunteers, and loyal customers. Expect a festive environment and appreciation activities.

Farmers Market Weekly Social Media

The Brownsburg Farmers Market will be promoted through the Town of Brownsburg and Brownsburg Parks' social media sites. Please tag @brownsburgparks or @TownofBrownsburg when posting to social media.

Vendor Communications

Weekly emails will be sent to vendors 1-2 days before each market day. This email will include any updates to the map as well as other important communications from the Market Master.

Marketspread: The Brownsburg Farmers Market uses Marketspread to manage vendor communications, booth assignments, and weekly market organization. This platform allows vendors to receive important updates via email and text, track their attendance, and ensure their information is up to date.

Vendor Profile:

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- Vendors are strongly encouraged to fully complete their Marketspread profiles, including product offerings and any services they use.
- Information from your profile may be highlighted in our weekly emails to customers, giving you additional exposure and promoting your business to the market community.
- Keeping your profile current ensures accurate communication, efficient market operations, and helps staff spotlight your products and services throughout the season.

Rules and Responsibilities

Selling

Vendors must be in place and ready to sell at least 15 minutes before the market's opening. Selling will begin promptly at 4 p.m. No pre-sales can take place without the Market Master's approval and must not occur before the market's allotted start time.

The vendor must be a grower, producer, artisan, or baker. No resale items will be permitted. This market is not accepting applications from direct sellers/resellers. We are a grower-producer market only.

All items sold by vendors at the market must be approved by the Market Master, who reserves the right to revoke approval of sale items if they do not meet the standards outlined in this document and/or the approval documents.

If adding additional items, please notify the Market Master. Certain items may follow different health department requirements and need approval before market day (e.g., eggs, sugar-free jams, canned foods, baked goods with dairy-based fillings, kombucha, fermented foods, vacuum-sealed foods, meat products, and foods prepared on-site).

Product Labeling

All Home Base Vendor (HBV) food products must be labeled according to Indiana Code 16-42-5-29(c)(5). If you have any of the examples below, you must provide labeling before arriving at the market. All products not properly labeled will not be allowed to be sold.

Product Labeling Requirements:

1. Producer's name and address
2. Common or usual name of food product (Ex.: strawberry jam, chocolate chip cookies)
3. Ingredients of food product must be properly labeled
4. Net weight and volume or numerical count
5. Date food product was processed
6. The following statement in 10-point type: *"This product is home produced and processed and the production area has not been inspected by the State Department of Health."*

Examples of HBV Products

- Baked goods: cakes, fruit pies, cookies, brownies, dry noodles
- Candy and confections: caramels, chocolates, fudge, hard candy
- Whole, uncut produce
- Tree nuts and legumes

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- Honey, molasses, sorghum, maple syrup
- Jams, jellies, preserves – only high-acid fruit in sugar
- May be temperature-controlled only for quality.
- Some rabbit, poultry, and in-shell chicken eggs.
- Fermented produce “traditionally pickling” when not in an oxygen-sealed container

Selling Out

Tearing down booth or vacating booth space early is not prohibited until the market has officially ended for the night. **Vendors must maintain a fully set booth if sold out.** A “sold out” sign may be displayed.

Attendance

The market has a great following of loyal customers who want to visit their favorite vendors. To avoid confusion and disappointment, we ask that seasonal vendors who will not be able to attend a market day contact the Market Master as soon as they are aware.

Seasonal Vendor Attendance

Seasonal vendors are given priority for assigned booth spaces. Notify the Market Master in advance if unable to attend a market date. Failure to communicate absence more than twice may result in loss of regular space.

Weekly Vendors

Communicate attendance at least 1 week in advance for space assignment.

Vendor Fees

All vendor fees are non-refundable.

All full season vendor applications must be received by **May 18, 2026**, to qualify for the season rate. All weekly vendor applications must be submitted at least 14 days from the expected first attendance date.

- Full Season Vendor Fee: \$75
- Full Season Electricity Fee: \$50
- Weekly Vendor Fee: \$10 per week
- Weekly Electricity Fee: \$5

Full Season Vendor fees are due May 28, 2026. Vendors can pay at the Parks office prior to the start of the market. The parks office takes card, cash, or check. Checks should be made payable to the Town of Brownsburg or Brownsburg Parks.

Weekly vendor fees are due before the opening of the market each week. Please stop by the Brownsburg Parks Office to pay your vendor fee before setup. Cash is no longer accepted at the parks tent.

Questions about vendor fees can be directed to Angi Abke at aabke@brownsburgparks.com.

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Booth Space and Equipment

Booth space assigned by seniority, attendance, and customer demand. Vendors responsible for own tents, tables, displays, change, bags, etc. Tents must be securely anchored (minimum 25 lbs. per leg). Booths should be clean, organized, and visually appealing. Signage must remain within footprint and not block access. Customer walkways and emergency routes must remain clear.

If selling goods by weight, the vendor must supply a legal produce scale. The vendor is solely responsible for damages or personal injury resulting from the use thereof. Prior approval is required for any heat-producing devices.

Vendors who bring children with them to market are responsible for keeping the children supervised in their booth space. No skateboards, rollerblades, scooters, bikes, etc. during the farmers market.

Tow-Vehicle & Trailer Policy

To maintain a safe, organized, and visually appealing food court environment, all food vendors must follow the Tow-Vehicle Policy outlined below. These standards help ensure adequate customer circulation, emergency access, and equitable space for all vendors.

Tow-Vehicle Removal (Standard Practice)

Vendors operating trailers are expected to **detach and relocate tow vehicles** to designated vendor parking areas after setup. Tow-vehicles may not remain in the food court unless operationally necessary and **pre-approved by market management**.

Pre-Approval for Attached Tow-Vehicles

Vendors who must remain attached due to onboard generators, mechanical needs, or integrated equipment must indicate this during the application process or notify staff prior to market day. Approval is based on available space, layout considerations, and overall food court operations.

Assigned Footprint & Placement

All vehicles, trailers, and equipment must remain within the vendor's **assigned space**.

- Tow-vehicles must not:
 - Block customer walkways or gathering areas
 - Interfere with neighboring vendor frontage or operations
 - Restrict emergency access lanes or service routes

Market staff may reposition vendors during setup to maintain safe and efficient flow.

Generator & Equipment Standards

Generators mounted on tow-vehicles or trailers must be positioned to minimize noise, exhaust exposure, and safety risks to customers and neighboring vendors. Vendors must maintain a **clean and organized appearance**, with no loose equipment, storage bins, or fuel containers outside their assigned footprint.

Market management reserves the right to make final placement decisions to ensure a safe, accessible, and welcoming environment for all participants and guests.

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Electricity

Electricity is available; however, amps are limited. It is in the vendors' best interest to provide their own power source via generators should their electrical needs exceed what is available on the Town Hall Green. If you have electrical needs, contact the Market Master 48 hours prior to the start of the market.

No Dumping Water

Wastewater, including ice, must be disposed of at designated locations. Dumping on ground or storm drains is prohibited.

Weather Policy

The Brownsburg Farmers Market is a rain-or-shine market. Market staff monitor the weather (via multiple weather sources and local weather radar) leading up to and during each Market. The Market may be canceled under the conditions outlined below:

- **Extreme Heat Weather Conditions**- When heat and humidity are such that participants engaged in vigorous activities for prolonged periods could become overheated, and continued activity becomes dangerous, programs may be canceled.
- **Heat Index**- When the heat index (combination of temperature and relative humidity) reaches 105 degrees F or greater.
- **Severe Weather** - Including lightning, high winds, and/or hail.
- **Cancelations**- In the event that over 50 percent of market vendors cancel.

We take the safety of our customers, volunteers, and vendors very seriously. Market cancellations will be made by 2 p.m. on the market day. Any market delay or cancellation updates will be sent via email and text message to vendors. It will also be posted to Brownsburg Parks Facebook page, website, and an email to all Market E-News subscribers.

Should vendors decide to cancel due to weather, please notify the Market Master as soon as possible.

Vacating the Market Site

Market ends at 7 p.m.; vendors must clear spaces by 8 p.m. Remove trash, hazardous materials, and liquids from the premises. Do not stack trash in market trash cans. There is dumpster behind Town Hall that vendors can use when exiting the market.

Parking & Accessibility

Unload in designated zones. Move vehicles to rear parking lot behind Town Hall by 3:45 p.m. Parking in customer areas or blocking access routes is prohibited. Accessibility accommodations must be arranged with Market Master in advance.

Town Property

Town Hall Green is a smoke-free environment. Town property shall not be used in any manner that constitutes a violation of any ordinance, statute, regulation, or order of any governmental authority, nor shall any user of the Town's property permit any nuisance to occur or exist on the property.

Permits and Licensing

Vendors must have all necessary licenses, permits, and inspections before selling at the Brownsburg Farmers Market. Indiana State Department of Health and Hendricks County Department of Health

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certificates (if applicable) must be submitted before selling at the market. Please be prepared to provide certificates upon request during the market season. Per the Hendricks County Health Department, food establishments operating at farmers markets are required to meet minimum sanitation requirements and obtain permits as outlined in the Hendricks County Food Ordinance and the Indiana Retail Food Establishment Sanitation Requirements 410 IAC 7-24. Hendricks County Health Department can provide you with documentation summarizing food safety or visit their website <https://www.co.hendricks.in.us/departament/index.php?structureid=16> for more information.

If, at any time during the market season, a vendor booth is found to be out of compliance during a routine or unscheduled inspection by the Hendricks County Health Department, the vendor will be held responsible and will not be permitted to return to the market until all required regulations are met. If you have questions or concerns about any health department regulations, contact Environmental Health Specialist, Lisa Chandler at 317-745-9297 or lchandler@co.hendricks.in.us.

Indiana Sales Tax

It is a vendor's responsibility to know Indiana tax law and pay taxes accordingly. For more information, visit www.in.gov/dor/3986.htm.

Accepting SNAP Vouchers at the Booth

Brownsburg Farmers Market is SNAP certified. Vendors may not refuse service to any SNAP customer who intends to purchase foods as long as the customer wants to purchase eligible products. The Town is able to transfer SNAP benefits from the shopper's account in exchange for "Brownsburg Farmers Market Checks," vouchers which are valued at \$1 and \$5 each. These vouchers can be spent with farmers and prepared food vendors on allowable foods. Market vendors will accept the vouchers for face value and will redeem them with the Town. The Town will prepare a reimbursement claim to pay each vendor for the goods purchased upon completion of the market week. Checks are processed through the claims process with the Clerk-Treasurer's office. All vendors will need to ensure the vouchers are filled out prior to market closing time. Vendors who are SNAP eligible will be required to have a W-9 submitted to the Clerk-Treasurer in order to receive a reimbursement check.

Accepting WIC Vouchers at the Booth

The Brownsburg Farmers Market is a designated WIC Farmers Market, which means WIC recipients may use their vouchers for fresh produce. These vouchers can only be used with vendors who are WIC-certified. If you are not currently certified to accept WIC vouchers and would like more information, visit <https://www.in.gov/health/wic/farmers-marketsstands-information/>. WIC vouchers work the same as checks. Contact the Market Master for more information.

Vendor Conduct

All vendors are expected to act in *a courteous and respectful manner* to all customers, vendors, volunteers, community members and Town staff. Support of other vendors, including assistance during set-up and tear-down, is encouraged. Inappropriate conduct, language, or threats towards other vendors, customers, or Town staff, whether in person, phone, or electronic media, will not be tolerated and will be grounds for immediate dismissal from the Market. For any conflicts or complaints, vendors are encouraged to report issues to the Market Master as soon as possible. Please include details such as date, time, and parties involved. The Market Master and Town Administration reserve the right to make judgment calls based on activity deemed unsafe or unacceptable. Vendors who fail to comply with the rules outlined in this document may be asked to change their actions or leave the market.

