



**Farmers Market
Vendor
Handbook
2018**

**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, a gathering place for the community.

Core Values:

Our market is based off of these values: kindness, cooperation, teamwork, positivity, and encouragement. We strive to maintain these values at our market and ask that all vendors do their part to help make this market a welcoming place for vendors and customers alike.

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 site 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, Soil and Water Conservation District, Planning and Zoning and the Alternative School.

Main Street spent most of 2015 trying to acquire a permit to renovate the existing building on this site, but that was not possible due to the flood plain ordinance. In the fall of 2015, a committee of farmers and vendors worked with the project designers to develop the new market layout with community gathering space and pavilions for vendors. Construction of the market was completed in May of 2016, and it has since become a great community gathering place. Funding for construction was received from the State of Indiana Placed Based Investment Fund, Harrison County Community Foundation, Harrison County Government, Town of Corydon, Tyson, Harrison County Farm Bureau and Blue River Farm Supply.

Market Contact Information:

Angel Frizzell
Main Street Corydon
111 West Walnut Street
Corydon, IN 47112
812.738.0120 office
Angel@mainstreetcorydon.org

Miranda Edge
Purdue Extension Educator
Agriculture & Natural Resources
812.738.4236
medge@purdue.edu

Kathy Hensley
8710 Merk Rd SE
Laconia, IN 47135
502.541.4607
Hensley@hensleyhomegrown.com

Tom Fields
Harrison County Economic
Development
812.738.0120
tfields@hcedcindiana.org

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Market season key dates

February 6, 2018, 6:30 pm: Winter Vendor Series: “Reveal Party and Vendor Sign Up” (at Purdue Extension: 247 Atwood Street, Corydon)

March 13, 2018, 6:30 pm: Winter Vendor Series: “Marketing for Success” (at Purdue Extension: 247 Atwood Street, Corydon)

April 16, 2018: Vendor Applications due

May 4, 2018: Opening day of Summer Season for Corydon Farmers Market at 124 S. Mulberry, 4-7pm

May 8, 2018: Market opens on Tuesdays, 11:00 am – 1:00 pm

May 11, 2018; 7:00 pm: Market Voucher Training (rain date May 18th)

June to October : WIC and Senior FMNP Vouchers accepted at market (per funding)

October 26, 2018: Last day of regular season and Trunk or Treat at the Market

Winter market continues through winter, as weather permits, 4:00 to 5:30 pm.

December 7th, 2018: Santa at the 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 Market Masters of extenuating circumstances).

11:00 am to 1:00 pm on Tuesday afternoons

(Vendors should plan to arrive by 10:30 to set up and be ready to sell by 11:00 am. Vendors should not exit the market until 1:00 pm, unless they notify the Market Masters of extenuating circumstances).

Website and Facebook

www.corydonfarmersmarket.org

www.facebook.com/corydonfarmersmarket

Vendor Registration

Application Deadline is April 16, 2018 to reserve your desired booth at the market for the regular season. Vendors can request same booth space as previous year before this date. All request are made upon availability. Anyone wishing to set up for one week at a time throughout the year will pay the Market Master present at the Market and must fill out a membership agreement form. The regular season runs from May 4th through October 26th. Full Season Memberships allow vendors to set up year-round. Vendors are allowed to set up for both Tuesday afternoons and Friday evenings. Please indicate on your application when you intend to set up your booth.

Each vendor has the option of these memberships:

- I. Full Season Membership Fee: \$100
- II. Full Season Tuesday only Membership Fee: \$40
- III. Daily Vendor Membership Fee: \$20
- IV. Checks can be written to “Main Street Corydon” if you wish to pay by check
The Market Membership fee cannot be reimbursed for any reason.

Market Master

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

The Market Masters 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 2018: Tom Fields, Angel Frizzell, Main Street Intern, Lorraine Hughes, Kathy Hensley, Kim Tate, Wayne Underwood, Jollyn Tyryfter, and Miranda Edge.

Vendor Terms

- I. Goods must be sold directly from vans, trucks, trailers and /or tables and must fit into the space allotted. Please be sure to unhook your vehicle from your trailer and move it to a parking space away from the pavilion if you intend to sell from your trailer.
- II. Vendors must furnish their own tables, chairs, canopies or umbrellas, and other display arrangements.
- III. Vendors must set up at the back of the pavilion, leaving 5 to 6 feet at the courtyard side for customers to walk under the pavilion.
- IV. It is mandatory that all produce be kept covered or under a canopy or umbrella at all times
- V. Corydon Farmers' Market prohibits members from bringing live animals to the market site unless required by law or with permission of the Market Master.
- VI. The market is non-smoking.
- VII. Only signs promoting products being sold are allowed. We do not allow political parties to reserve a booth space at the market. Political parties are welcome to visit but no political campaign signs or campaigning at the market will be allowed.
- VIII. Vendors must prominently display their sign 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. WIC/FMNP signs are also suggested.
- IX. Seller is responsible for cleaning up around his/her vehicle and maintaining safety in that area.
- X. Failure to completely clean up assigned spaces and surrounding area may result in loss of vendor privileges.
- XI. Please use trash cans, if available. If trash cans are full or unavailable, trash must be carried out.
- XII. Vendors must inform a Market Manager of an absence in advance.
- XIII. If a vendor is absent for more than two (2) regular season market days, without notice, they will forfeit their space at the market and are subject to be reassigned a space upon return to the market.
- XIV. Grievance Forms are available with the Market Master on duty. If you have a concern about an issue with the market or vendors, you are welcome to complete a form and pay the fee within one week of the incident.
- XV. Liability Insurance of \$1,000,000, listing Town of Corydon and Main Street Corydon as additional insured, is required for the protection of the vendor. Town of Corydon carries liability insurance on the property and can list vendors as additional insured, for an addition fee of \$30.

However, the market cannot fully cover the vendor's liability for selling their product at the market and it is not intended for food vendors. 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 or home policy through their current insurance agent.

Vendor Marketing Guidelines

- I. **Important:** 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 tidy 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 Senior FMNP vouchers! Sign up is easy and reimbursement is just as easy. Contact the Market Master or Extension Educator to learn more and sign up. A training session for vendors will be on May 11th at 7pm (rain date May 18th). Our Training DOES NOT take the place of the mandatory State Training.
- VII. Our market accepts SNAP. Customers who would like to purchase food items (not prepared dinners) should stop by the market master booth (#1) to exchange their benefits for market tokens. These tokens are treated the same as Corydon Cash (see page 11).

Emergency Plan

- I. The market will strive to stay open every week possible. The safety of our vendors and customers is very important to us. However, we will only close the market in the event the National Weather Service has issued a storm warning.
- II. If the market does not close, you are expected to still set up unless a market master is notified prior the market opening.
- III. Our biggest weather disaster concern is flash flooding. If the Town of Corydon closes Pearl or Chestnut St. due to flooding or the possibility of flooding, the market will consequently be closed during this time.
- IV. If the weather becomes unsafe during the times of the market, the market masters will make the final call to close or postpone the market.

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. The market masters have final determination on

products allowed at the market. Inspection of production areas may be requested by the market masters at any time during the year.

I. Fresh Produce Vendor Information

- 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. 15% of the products sold at the market, not from your local farm, the location of origin must be identified with signage at the market (ex: Watermelons from Greene County requires a sign posted at your booth).
- 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. Please refer to Sampling Information.
- 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 Vendor Information

- 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: see website below).
- 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 Vendor Information

- 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 1,000 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 Vendor Information

- a. No live animals may be sold or given away at the market (aquaculture exempt with necessary permitting)
- 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 or pet consumption. All milk products for human consumption must have gone through the pasteurization process.
 - 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. Please refer to the BOAH Dairy Department for more details.

V. Pet Food Vendor Information

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

VI. Alcohol Vendor Information

- 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 Vendor Information

- 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 Corydon Farmers Market 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.

IV. **Sprout Bucks**

Thanks to the generosity of the Harrison County Economic Corporation, local school children are given \$5 in Sprout Bucks for the regular season. This has been offered to inspire children to take part in their local food system, enjoy eating nutrition foods, and empower them to make healthy choices.

These Sprout Bucks can be used to purchase fresh fruits, vegetables, herbs and plants at our market. They should not be used for meats, eggs, canned goods, baked goods, candies, craft items, or ready-to-eat food items.

We ask the vendors to:

- Turn in Sprout Bucks at the end of each market day to the Market Master Table (booth #1)
- Put your name and/or farm name on the back of the Sprout Buck
- Expect to receive a check for payment 2 weeks after turning in Sprout Bucks into the Market Masters
- Do not give change for sprout bucks, they do not have a cash value.

V. **Supplemental Payment Program**

SNAP: People wishing to use their SNAP benefits must first visit the SNAP/Market Master booth (located in space #1) to electronically exchange their benefits for our market bucks.

- Do not give change for market bucks. You may choose to round the price down to the nearest dollar, but the cost cannot be increased.
- Turn in market bucks to the Market Master booth at the end of each day
- Customers may return unused market bucks to the Market Master to have the funds returned to their card or keep them for use until the end of the season

Eligible items: Produce, herbs, breads and other packaged baked goods, mushrooms, eggs, meats, fish, poultry, dairy, honey, syrup, coffee beans, seeds or plants that produce food, bagged popcorn, jam/jelly, flour/grains, pickles

Ineligible items: Ready to eat food and drink (hot or cold), scoops of ice cream, non-bottled beverages, pet food, soap, liquor, crafts or gifts

Sprout Bucks: Can be used to purchase **fresh fruits, vegetables, herbs and plants** at our market. They should not be used for meats, eggs, canned goods, baked goods, candies, craft items, or ready-to-eat food items

- Turn in Sprout Bucks at the end of each day to the Market Master Table (booth #1)

- Put your name and/or farm name on the back of the Sprout Buck
- Expect to receive a check for payment 2 weeks after turning in Sprout Bucks to the Market Master
- Do not give change for Sprout Bucks. They do not have cash value.

WIC/Senior Farmers Market Promotion Program: Can only be used for fresh fruits, vegetables, and herbs grown in Indiana or bordering counties.

- Vendors must be individually registered and approved to accept WIC and Sr Farmers Market checks.
- Vendors are responsible for depositing the checks and should not turn them into the market manager. Checks must be signed by the participant before they can be redeemed.
- Do not give change for FMPP vouchers. They do not have cash value.

If you are unsure whether an item is eligible or you as a vendor are eligible to accept any method of payment, please ask the Market Manager. Vendors will not be reimbursed if they take payment for ineligible items.