



Mailing address: 802 North Apple Street, Greenfield, IN 46140 | www.hoosierharvestmarket.com

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Hoosier Harvest Market

An Introduction to the Market for Participating Farmers and Artisanal Vendors

Note: This document is not meant to be a comprehensive work but rather an overview of some of the possibilities and considerations for growing a vibrant and sustainable regional market system.

The concept of the Hoosier Harvest Market (then referred to as the Central Indiana Food Hub) was initiated in late 2011. *For the purposes of this document the Hoosier Harvest Market will be referred to simply as the "Market".*

Through the funding of Specialty Crop Block Grants from the USDA, the Market will open for business in April 2013.

The purpose of this document is to share the vision of the Market steering committee, how the Market will begin operation, how it will operate in its first season, and to define the rights and responsibilities of farmer participants.

The goal of the Market is to provide opportunities for Indiana farmers and Indiana consumers to connect in a way that will create benefit for both, as well as strengthen the Indiana economy and support food quality through transparency and integrity.

Mission:

"The Hoosier Harvest Market connects Indiana food producers with Indiana consumers for locally grown food products.

Purpose of the Market

- Retain dollars in Indiana, thus building the local economy, sending local dollars to local ag work, operating as an alternative to other ag-food systems
- Maintain food safety
- Create Farmer profitability
- Improve consumer access to food
- Educate consumers and farmers
- Provide good tasting, nutritious and safe food

In the first year the primary goals of the Market are to develop a working relationship between farmers, increase awareness of consumers, and develop a very simple and successful market model.



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The Market is expected to evolve over time to take advantage of changing opportunities and to allow for growth. While these changes may necessitate the need for infrastructure and the increased connectivity and cooperation between hubs, the first year's energy will be given to building a successful and simplistic model on which to build in subsequent seasons.

What the Food Hub Does

- Forms partnerships between farmers and buyers
- Connects farmers to buyers
- Provides an open virtual food hub, always open
- Increases the numbers of farmers to produce products
- Provides a sales role for farmers
- Provides a marketing role for farmers
- Provides guidance of what crops to grow, food safety, new regulations, and new GAPs
- Maintains and encourages quality
- Acts as an umbrella location and operation for all management of the above
- Acts as collection site and potential sorting, storage, freezing site.

No guarantees:

No one has all of the answers and there are no guarantees for success.

The Market has been developed with much thought and farmer input that anticipates a lot of the issues that might evolve, but there are no guarantees that unanticipated issues will not show up. We will work though these issues as they arise as best we can. The patience of all involved will be necessary to the success of the Market.



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Products:

Product types:

Specialty Crops:

Specialty crops are defined below. See appendix A.

Non Specialty Crops:

Those crops and products not appearing or directly referred to in Appendix A.

Vegetables:

This is a twelve month market!

The customers of the market will expect fresh product for as much of the year as possible. While having zucchini and tomatoes in August will be important, having these and many other forms of fresh or stored produce over as many months as feasible will reap the maximum benefits for all involved-farmers and consumers alike!

Consider ways to extend the season. Be creative. Incorporate cooling, freezing, etc. as needed and appropriate to allow you to maintain crop quality and availability over the maximum time possible.

Fruit

Small fruits are highly prized by customers but are very perishable and fragile. Please be prepared to harvest these immediately prior to delivery, cool them as quickly as possible and package them to survive the trip.

Tree fruit in season will be an important part of the product availability. Apples of all varieties, pears (Asian and European), plums, peaches etc. are all wonderful additions to seasonal offerings. Make sure they are fresh, free of major defect and packaged appropriately.

Value Added Products:

Value Added products are those farm products which have been transformed in some manner into a form that is more shelf stable or has consumer ready/ friendly attributes.

In most cases these goods will need to be prepared in an environment and via a process that is inspected and approved by a local or State Health Department.



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Those goods that are referred to as “home based vendor products” under HEA 1309 shall not be permitted.

The “sweet stuff”:

Honey, Maple Syrup and Sorghum: these goods should all be produced in a manner consistent with the related ISDH guidance documents.

In general these products must be pure, non-adulterated, labeled, and the unit on the label must be the same as what the unit contains.

Meats:

All amenable meats offered for sale through the Market must be inspected and bear the label of the State or Federally inspected plant where they were processed and must be in a completely frozen state when brought to the aggregation point.

Poultry that is home processed may not be sold through the Market.

The weight of all cuts must be clearly visible on the package.

Meats should retain their original packaging and be placed in a secondary new plastic bag when delivered to the aggregation point. This bag should bear the identity of the farmer and his/her farm contact information.

“Grass fed”/“Pastured” meats - Farmers selling these products should be aware of what these claims mean and share the specifics with their customers.

All livestock should be cared for in a humane and thoughtful manner.

Eggs

Egg vendors must hold a current license from the State Egg board and abide by all rules set forth by that board and by State law for the marketing of eggs.

Mushrooms

Cultivated mushrooms could add to the diversity of product offerings and extend the market season. No wild mushrooms sales will be permitted.

Grains

Whole or ground grains are a viable product for the Market.

Quality and uniformity are important. Recipes that incorporate these and perhaps other products would be helpful marketing tools.



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Product origin:

Products should be (unless otherwise approved by the Market Board) be produced by the farmer and from a source within Indiana.

There may be exceptions to this if the product cannot be produced in Indiana due to normal climatic or soil limitations or if current unusual growing conditions (drought, flood, insect, disease etc.) result in a crop loss.

In the event that a product is sold that is not of the farmer's direct production and has been approved by the Board...every effort MUST be made to notify the consumers of this and to supply the reason.

Production systems and related claims:

Crops may be conventionally or organically produced. The consumer will decide which they prefer and select appropriately, based on their individual needs, resources and expectations.

Farmers should avoid making claims that cast doubt on the safety, healthfulness or nutritional content of products produced under systems other than their own.

Complaints or accusations of improper production practices or sourcing by others should be made to the Board for resolution and should not be a part of the marketing of any producer.

All producer claims made regarding their production practices MUST be verified/explained fully (what does "natural" mean?) to the consumer.

If products are sold as "organic" an appropriate and current certification must be posted and made available to the Board. All appropriate records shall be maintained.

If products are produced "conventionally" farmers must be open to making production practices available to consumers and the Board upon request. All appropriate records shall be maintained.

Regardless of production practice, participating farmers shall make their farm available for inspection by the board as needed.

Seasonality:

It shall be the goal of the Market to remain "open" 52 weeks a year.



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Farmers should consider a mix of crops and products that will provide for market product diversity throughout the year and to increase their opportunity for sustained sales.

Farmers should consider a full complement of season extension tools and techniques, systems to allow for product storage (that retains quality), as well as value added products that offer shelf stability and a longer season of marketing.

Direct to the consumer- Build a relationship! This is your responsibility!

The Hoosier Harvest Market will begin business as a “virtual” or “online” farmers’ market. This format allows direct purchases from farmers whom the consumers select and build a relationship with for return business.

If your product does not look good or meet their expectations, or if they doubt that you produced it (for any reason) they will likely be a customer lost forever!

Refrain from making your product look better based on claims made against others. In this regard “others” means other farmers in the Market or selling at the local farmers’ market but also the big box stores, “corporate/industrial” agriculture, foreign producers etc. *We cannot raise the bar by stepping on others.*

While there will be limited funding to promote the Market, it will be the ongoing responsibility of all involved (every farmer) to promote the Market at every opportunity and to build a relationship between potential consumers and their products. No one else can or will do this as well as you!

Suggestions:

- Keep your inventory up to date and easy to understand with good pictures that clearly represent the products you offer.
- Maintain a blog- keep it simple but keep it up. Pictures are worth THOUSANDS of words. Make customers familiar with your product and how you care about your production systems and the quality of what you offer for sale
- Make sure the customer appreciates that the work you do is important to you and that your customers are a priority to you!
- Offer periodic discounts, farm tours, open houses, and/or product samplings. Encourage them to see you at your other points of sale, such as farmers’ market, roadside stand, farm market etc.
- Offer referral discounts if a repeat customer sends you someone new.
- Share with them timely recipes and product preparation, selection or storage tips for the products you will offer.



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- Invite the customer to the farm for field days, twilight meetings, open houses tours etc.
- Communicate with consumers about product size or quality if there is a relationship to the time of year, growing conditions etc. This should be a part of your ongoing blog as well. There is no excuse for poor quality. If it does not reflect positively on the normal quality of the Market, please do not add it to your inventory.
- Let them know in advance when to expect your products: *"Sweet corn will be ready in 2 weeks...stock up on the butter!"*
- Be honest... Be transparent... Put the customer's needs first... Go the extra mile (baker's dozen).
- Use social media (Facebook, Twitter etc.) to keep friends, family and customers aware of what you are offering but also ALL of the products that the Market has available throughout the year...

Remember:

Quality, honesty, professionalism and consistency are what will make customers happy and individual farmers successful. Successful farmers and satisfied customers will make the market successful for all. ***It all starts with YOU!!!***

Values: What the Market organizers believe and see as important?

- Honesty, integrity, trustworthiness
- Commitment to community, family, country
- Promotion of healthy land and people
- Intersection of the values of the consumer and farmer
- Reliability
- Food security

Crop diversity

Farmers need to think beyond the conventional crops that we might think of being available during a typical Indiana summer.

Grow things for in- and out-of-season sales. Begin to consider selling outside of the summer season.

Consider hardy greens, **root crops** like carrots, onions, parsnips, potatoes, beets, turnips, celeriac, garlic, shallots, winter squash and anything that can be stored for winter sales.

Also consider hoop houses or covered row tunnel crops.



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Consider growing what:

- you enjoy growing and gives you the greatest satisfaction
- grows well in your soil
- takes no more labor than you are able to commit to it
- gives you the greatest yields
- gives you the greatest return to your inputs of land, labor and capital

Grow a variety of crops!

Regulations

The Market will abide by all applicable state and local regulations.

- County Health Department
- County Weights and Measures
- Indiana State Department of Health
- Indiana Board of Animal Health
- Egg Board
- USDA National Organic program

It is **HIGHLY** recommended that all growers attend and become familiar with the principles of:

- GAPs A to Z (of greatest importance for producers of vegetables/fruit/specialty crops)
- MarketReady-Indiana

*Note: It will be expected that all produce farmers who sell through the hub will register with the Indiana State Health Department (2 page on line form **Registration Application for Wholesale Fruit and Vegetable Growers and Distributors** <http://www.state.in.us/isdh/25773.htm> -There is no fee to register) and within 6 months will attend a GAPs A to Z (or equivalent) program on food safety...*

Food Safety MUST be our highest priority and an ongoing goal of each producer at all stages in the production, harvest, packaging and delivery process.

Insurance:

Each participating farm should have and provide proof of liability insurance which identifies the Market as an insured.



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Pricing:

No one can or will price your product for you. There are web sites that can offer current market prices but those are only a place to begin; they do not reflect your level of quality or production input costs.

It is recommended that you consider all of your costs of production including your labor, time and some profit. Undercutting prices of others will have a negative downward spiral impact on the Market as a whole.

Competition is healthy but it is important to know your costs and set your price with those costs in mind. Pricing your product so low that you cannot realistically recoup your input costs is not sustainable and should be avoided.

Value your time and labor and remember that while you might take your product for granted, others place a high value on it.

Market Markup:

Remember the operations of the hub have costs that will in part be offset by a fee associated with the gross value of the product sold by the farmer. Each transaction will have a fee assessed based on a predetermined percentage of the gross sale. See Appendix C.

The payment that the farmer receives from the Market will be the gross value of their total sales less the operating percentage assessed by the Market. These fees will be invisible to the consumer.

This percentage may be expected to change from time to time (season to season but not without notice in advance to the farmer).

This markup is what will ultimately pay for the services provided by the Market.

It is also important to remember that since you are investing less in marketing and distribution time by selling through the Market that it might be appropriate to actually adjust your prices somewhat to reflect those decreases in costs. On the other hand ...you are adding value to the customer through the convenience of online sales and delivery so they should not expect the price to reflect that (somewhat).

You might expect prices to fluctuate somewhat though the season. It likely costs more to produce those first nice high tunnel tomatoes but as the bulk of the summer crop becomes available the price may well drop.



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Packaging: Presentation, including packaging, is important!

All products must be packaged in the units that were purchased by the consumer. Example: If a consumer purchases 5 pounds of tomatoes the tomatoes must be delivered to the aggregation point in an appropriate package of that quantity that is readily distinguishable from other similar packages and identified with the customer name.

Use clean new bags/boxes if appropriate, have a clean product, and a farm name tag with an address that shows it's local.

Meats should be wrapped in their original wrapping that bears the mark of state inspection and then also placed in a separate plastic bag (new) to reduce any concern for meat to produce contact.

The package should contain the farm and farmer name with address (at least the town) on the product. Branding will help the consumer find your product week after week and differentiate you from the rest.

Presentation is important. The customer gives up the ability to choose just the right tomato for their family by purchasing sight unseen. It is your responsibility to see that they are not disappointed that they placed this trust in you to select for them.

Baker's Dozen: Everyone is familiar with the concept of a "baker's dozen." Most customers will appreciate the fact that you have added an extra "potato to the bag," etc, just so there is no doubt that the amount delivered is at least the volume they purchased.

You are responsible for building your brand and building customer trust!

Washing, grading, cooling, packaging, labeling etc. are all value adding practices. Each of these and others add to the appearance, quality and shelf life of many products and make the product worth more.

Labeling:

All products should at the very minimum have a label that identifies the producer/origin of the product and the quantity contained but additionally any other information as required by applicable law or regulation set forth by the county or state for the specific product offered for sale to the consumer.

Your label can/should make a good first impression and help bring your customer back to you.



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Ordering

Timeline/inventory update:

See Appendix B for draft weekly timeline.

Updating farm product availability and price is solely the responsibility of each individual farmer.

EVERY effort should be made to make sure that your inventory that is visible to the consumer is accurate and that you actually have that product (quality product) in stock and ready to deliver.

Preorders, other sales:

Farmers who will be selling through other direct marketing venues (farmers' markets etc.) as well as the Market are encouraged to communicate with customers about all of their marketing venues. These foster the connection between consumer and farmer that the on line market may not foster as well.

Consumers may want to order larger quantities or other items that are not readily available through the online market. Farmers may wish to have them come to the farm or arrange for pick up at other market locations that are convenient. These outside connections are not discouraged or regulated by the Market.

Delivery:

It is the responsibility of each farmer to deliver quality prepackaged product of the quantity and type that they have represented and sold to the consumer to the aggregation point on the day and time that is prearranged.

Farmers may work collaboratively to share transportation to the aggregation point but must realize that they are responsible for the condition of the product when it reaches the Market site and for any delay in delivery.

If for any reason the farmer sees an issue in meeting the commitment to the consumer it is **HIGHLY** recommended that they **COMMUNICATE ASAP** with the market manager to explain this and how it will be remedied.

CSA/ Market basket Option:

While not in the scope of the Market in 2013, this concept/offering is under discussion for 2014. If you are a farmer who is interested in working closely with other farmers to develop a standard weekly market basket option for consumers based on what is available in any given market week, please let us know.



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Networking:

While this Market fosters the direct-from-farmer-to-consumer model of transaction you are not selling in a vacuum.

As the old saying goes, “*A rising tide raises all ships.*” The quality of each grower reflects on every other grower. If a customer receives poor quality goods, they will not only associate it with that farmer but with all farmers in the Market.

It is highly recommended that producers not only individually raise the bar but also work together, network, share info and advice to increase local production, and help each other improve and grow when possible.

Let’s work together to increase both quality and quantity of production!

The markets are expanding for consistently high quality Indiana products. While we may be selling directly to consumers today we need to consider the future potential of serving the needs of schools and other institutions, grocery stores and other wholesale markets to include restaurants across the Midwest.

Final thoughts: We look forward to an exciting new market for our farmers and consumers. This is something new to all of us and there may well be unexpected challenges along the way. It is also exciting to think that there may well be unexpected opportunities that show up as the Market grows and evolves...*Stay tuned!*

Sincerely,
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Appendix A

What is an eligible Specialty Crop from the Perspective of USDA and the Specialty Crop Block grant Program?

Project must fall under one or more of the Eligible Specialty Crops listed below

- * Algae
- * Chickpeas
- * Christmas trees
- * Cocoa
- * Coffee
- * Cut flowers
- * Dry edible beans
- * Dry peas
- * Foliage
- * Fruit grapes for wine
- * Garlic
- * Ginger root
- * Ginseng
- * Herbs
- * Honey

- * Hops
- * Kava
- * Lavender
- * Lentils
- * Maple syrup
- * Mushrooms
- * Organic fruits and vegetables
- * Peppermint
- * Potatoes
- * Seaweed
- * Spearmint
- * Sweet Corn
- * Vanilla
- * Vegetable seeds

In addition, the following crops are eligible:

Commonly recognized fruits, vegetables, tree nuts, dried fruits, and nursery crops (including floriculture).



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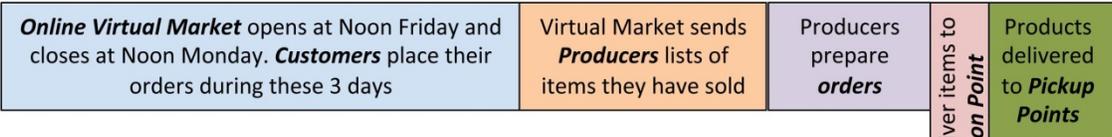
Appendix B Weekly Market Schedule

Weekly Timeline for the Hoosier Harvest Virtual Market

Spring 2013

Producers update their **inventory** in the Virtual Market in preparation for next week

| Friday | Saturday | Sunday | Monday | Tuesday | Wednesday | Thursday |
|--------|----------|--------|--------|---------|-----------|----------|
|--------|----------|--------|--------|---------|-----------|----------|



- Hancock Co Extension Office
- Family Fun & Fitness Parking Lot
- Statehouse Market
- Others

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Appendix C

State Requirements by Market for Products of Non-Animal Origin

| | |
|---|---|
| APPLE CIDER (High-Risk Product) Type of Sale | Regulations |
| Producer selling from farm | License may be required from LHD* Cider must be pressed by the producer/seller Cider must be fully labeled including approved warning statement if not pasteurized or treated to obtain a 5-log pathogen reduction (410 IAC 7-24-152) Recommend following <i>Guide to Producing Safe Cider</i> |
| Producer selling door-to-door or at Farmers Market | License required from LHD Farmers Market vendor may be licensed by LHD Cider must be pressed and bottled by the producer/seller Cider must be fully labeled including approved warning statement if not pasteurized or treated to obtain a 5-log pathogen reduction (410 IAC 7-24-152) Recommend following <i>Guide to Producing Safe Cider</i> |
| Producer distributing from farm to grocery store, restaurant or institution | Finished product must come from a registered food processor (410 IAC 7-21) Cider must be fully labeled Must comply with juice HACCP 21 CFR 120 |
| BAKERY ITEMS (non-potentially hazardous) Type of Sale | Regulations |
| Producer selling from farm, roadside stand or at Farmers Market | No license or permit required but must comply with HEA 1309 (IC 16-42-5-29), which includes specific labeling requirements Farmers Market vendor may be licensed by LHD Recommend <i>Guidance for Uniform Use of House Enrolled Act 1309</i> for complete explanation |
| Producers selling door-to-door or at community event | Finished product must come from a licensed retail food establishment (410 IAC 7-24) or a food processing plant (IC 16-42-5) Mobile retail food establishment license may be required for door-to-door Finished product must be fully labeled |
| Producer distributing from farm to grocery store, restaurant or institution | Finished product must come from a licensed retail food establishment (410 IAC 7-24) or a wholesale registered food processor (410 IAC 7-21) Food-handler certification may be required depending on food product/preparation (410 IAC 7-22) Finished product must be fully labeled |
| BAKERY ITEMS (potentially hazardous) Type of Sale | Regulations |
| Producer selling from farm | Finished product must come from a licensed retail food establishment (410 IAC 7-24) Food Handler Certification required (410 IAC 7-22) Finished product must be fully labeled |



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| | |
|---|---|
| Producer selling door-to-door or at Farmers Market | Finished product must come from a licensed retail food establishment (410 IAC 7-24) Farmers Market vendors may be licensed by LHD Food Handler Certification required (410 IAC 7-22) Finished product must be fully labeled |
| Producer distributing from farm to grocery store, restaurant or institution | Finished product must come from a licensed retail food establishment (410 IAC 7-24) or a wholesale registered food processor (410 IAC 7-21) Food Handler Certification required (410 IAC 7-22) Finished product must be fully labeled |
| CANNED FOOD PRODUCTS (low acid) Type of Sale | Regulations |
| Producer selling from farm, door-to-door or at Farmers Market | Retail food establishment license required Must be processed in commercial kitchen meeting the requirements of 410 IAC 7-24. COMMENT: Low-acid food products, which include canned foods such as beans, corn, peas, etc., have more stringent regulations. It is difficult for small-scale producers to accomplish the required processing temperatures, attend a Better Processing School, have a processing authority and maintain extensive records Finished product must be fully labeled |
| Producer distributing from farm to grocery store, restaurant or institution | Finished product must come from a licensed retail food establishment (410 IAC 7-24) or a wholesale registered food processor (410 IAC 7-21). It is difficult for small-scale producers for the same reasons as stated above (Producer selling from farm, door-to-door or at Farmers Market) Finished product must be fully labeled |
| Dry Food Mixes and Blends Type of Sale | Regulations |
| Producer selling from farm, roadside stand or at Farmers Market | No license or permit required but must comply with HEA 1309 (IC 16-42-5-29), which includes specific labeling requirements Farmers Market vendor may be licensed by LHD Refer to <i>Guidance for Uniform Use of House Enrolled Act 1309</i> for complete explanation |
| Producer selling door-to-door or at community event | Finished product must come from a licensed retail food establishment (410 IAC 7-24) or a food processing plant (IC 16-42-5) Food-handler certification may be required (410 IAC 7-22) Mobile retail food establishment license may be required for door-to-door Finished product must be fully labeled |
| Producer distributing from farm to grocery store, restaurant or institution | Finished product must come from a licensed retail food establishment (410 IAC 7-24) or a wholesale registered food processor (410 IAC 7-21) Food-handler certification may be required depending on food product/preparation (410 IAC 7-22) Finished product must be fully labeled |
| FRUIT - Cut Type of Sale | Regulations |
| Producer selling from farm | Retail food establishment license required (410 IAC 7-24) |



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| | |
|---|---|
| | Must be processed in commercial kitchen |
| Producer selling door-to-door or at Farmers Market | Finished product must come from a licensed retail food establishment (410 IAC 7-24) or food processing plant (IC-42-5) Food-handler certification may be required depending on type of fruit (410 IAC 7-22) Recommend following <i>Guidance for Industry: Guide to Minimize Microbial Food Safety Hazards of Fresh-cut Fruits and Vegetables</i> |
| Producer distributing from farm to grocery store, restaurant or institution | Finished product must come from a licensed retail food establishment (410 IAC 7-24) or a wholesale registered food processor (410 IAC 7-21) Food-handler certification required (410 IAC 7-22) Finished product must be fully labeled Recommend following <i>Guidance for Industry: Guide to Minimize Microbial Food Safety Hazards of Fresh-cut Fruits and Vegetables</i> |
| FRUIT - Frozen Type of Sale | Regulations |
| Producer selling from farm | Retail food establishment license required (410 IAC 7-24) Must be processed in commercial kitchen |
| Producer selling door-to-door or at Farmers Market | Finished product must come from a licensed retail food establishment (410 IAC 7-24) or a food processing plant (IC 16-42-5) Mobile retail food establishment license may be required for door-to-door Food-handler certification required (410 IAC 7-22) Finished product must be fully labeled |
| Producer distributing from farm to grocery Store, restaurant or institution | Finished product must come from a licensed retail food establishment (410 IAC 7-24) or a wholesale registered food processor (410 IAC 7-21) Food-handler certification required (410 IAC 7-22) Finished product must be fully labeled |
| FRUIT - Raw Type of Sale | Regulations |
| Producer selling from farm | No license required but should use FDA/USDA Good Agricultural Practices (GAP) Should meet recommendation in <i>Guidance on Whole Uncut Fresh Produce Storage and Distribution</i> |
| Producer selling door-to-door or at Farmers Market | No license required but should use GAP Should meet recommendation in <i>Guidance on Whole Uncut Fresh Produce Storage and Distribution</i> |
| Producer distributing from farm to grocery store, restaurant or institution | Wholesale Registration and certificate of GAP (FDA/USDA Good Agricultural Practices) or equivalent training required. Should meet recommendation in <i>Guidance on Whole Uncut Fresh Produce Storage and Distribution</i> |
| HERBAL AND FLAVORED VINEGAR Type of Sale | Regulations |
| Producer selling from farm, roadside stand or at Farmers Market | No license or permit required but must comply with HEA 1309 (IC 16-42-5-29), which includes specific labeling requirements Farmers Market vendor may be licensed by LHD Recommend <i>Guidance for Uniform Use of House Enrolled Act 1309</i> for complete explanation |



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|---|--|
| Producer selling door-to-door or at community event | Finished product must come from a licensed retail food establishment (410 IAC 7-24) or a food processing plant (IC 16-42-5) Food-handler certification may be required (410 IAC 7-22) Mobile retail food establishment license may be required for door-to-door Finished product must be fully labeled |
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| HONEY, MAPLE SYRUP, SORGHUM Type of Sale | Regulations |
| Producer selling from farm, roadside stand or at Farmers Market | No license or permit required but must comply with HEA 1309 (IC 16-42-5-29), which includes specific labeling requirements Farmers Market vendor may be licensed by LHD Recommend <i>Guidance for Uniform Use of House Enrolled Act 1309</i> for complete explanation |
| Producer selling door-to-door | Honey, maple syrup, and sorghum are considered low-risk foods Must meet requirements of <i>Guidance on Honey, Maple Syrup or Sorghum Production</i> , which are based on IC 16-42-5; does not apply to products made from honey, maple syrup, or sorghum Mobile retail food establishment license may be required for door-to-door Finished product must be fully labeled |
| Producer distributing from farm to grocery store, restaurant or institution | Must meet requirements of IC 16-42-5 and 410 IAC 7-21, <i>Wholesale Food Establishment Sanitation Requirement</i> Finished product must be fully labeled |
| JAMS AND JELLIES (traditional) Type of Sale | Regulations |
| Producer selling from farm, roadside stand or at Farmers Market | No license or permit required but must comply with HEA 1309 (IC 16-42-5-29), which includes specific labeling requirements Farmers Market vendor may be licensed by LHD Recommend <i>Guidance for Uniform Use of House Enrolled Act 1309</i> for complete explanation |
| Producer selling door-to-door or at community event | Finished product must come from a licensed retail food establishment (410 IAC 7-24) or a food processing plant (IC 16-42-5) Food-handler certification may be required (410 IAC 7-22) Mobile retail food establishment license may be required for door-to-door Finished product must be fully labeled |
| Producer distributing from farm to grocery store, restaurant or institution | Must meet requirements of IC 16-42-5 and 410 IAC 7-21, <i>Wholesale Food Establishment Sanitation Requirement</i> Finished product must be fully labeled |
| VEGETABLES - Raw | |



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| Type of Sale | Regulations |
|---|---|
| Producer selling from farm | No license required but should use FDA/USDA GAP |
| Producer selling door-to-door or at Farmers Market | No license required but should use FDA/USDA GAP |
| Producer distributing from farm to grocery store, restaurant or institution | Wholesale Registration and certificate of GAP (FDA/USDA Good Agricultural Practices) or equivalent training required. |
| VEGETABLES - Cut Type of Sale | Regulations |
| Producer selling from farm | Retail food establishment license required (410 IAC 7-24) Must be processed in commercial kitchen |
| Producer selling door-to-door or at Farmers Market | Finished product must come from a licensed retail food establishment (410 IAC 7-24) or food processing plant (IC-42-5) Food-handler certification may be required (410 IAC 7-22) Mobile retail food establishment license may be required for door-to-door Recommend following <i>Guidance for Industry: Guide to Minimize Microbial Food Safety Hazards of Fresh-cut Fruits and Vegetables</i> |
| Producer distributing from farm to grocery store, restaurant or institution | Finished product must come from a licensed retail food establishment (410 IAC 7-24) or a wholesale registered food processor (410 IAC 7-21) Food-handler certification may be required (410 IAC 7-22) Finished product must be fully labeled Recommend following <i>Guidance for Industry: Guide to Minimize Microbial Food Safety Hazards of Fresh-cut Fruits and Vegetables</i> |
| VEGETABLES - Frozen Type of Sale | Regulations |
| Producer selling from farm | Retail food establishment license required (410 IAC 7-24) Must be processed in commercial kitchen |
| Producer selling door-to-door or at Farmers Market | Finished product must come from a licensed retail food establishment (410 IAC 7-24) or a food processing plant (IC 16-42-5) Mobile retail food establishment license may be required for door-to-door Food-handler certification may be required (410 IAC 7-22) Finished product must be fully labeled |
| Producer distributing from farm to grocery store, restaurant or institution | Finished product must come from a licensed retail food establishment (410 IAC 7-24) or a wholesale registered food processor (410 IAC 7-21) Food-handler certification required (410 IAC 7-22) Finished product must be fully labeled |
| VEGETABLES - Pickled (acidified) Type of Sale | Regulations |
| General note | Acidified foods means low-acid foods to which acid(s) or acid food(s) are added. These products include, but are not limited to: beans, cucumbers, cabbage, artichokes, cauliflower, puddings, peppers, tropical fruits and fish, singly or in any combination. They have a water activity (aw) greater than 0.85 and a finished equilibrium pH of 4.6 or below. These foods may be called, or may |



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| | <p>purport to be, “pickles” or “pickled.” If these products are sold under refrigeration, they are exempt from the acidified food regulations.</p> |
| <p>Producer selling from farm, door-to-door, at Farmers Market or community event</p> | <p>Retail food establishment license required (410 IAC 7-24-143) Must be processed in commercial kitchen, successfully complete a Better Processing Control School, utilize a scheduled recipe approved by a process authority or from a standard Ball or similar book May be inspected by FDA** and must meet 21 CFR 108.25 and part 114 Mobile retail food establishment license may be required for door-to-door Finished product must be fully labeled</p> |
| <p>Producer distributing from farm to grocery store, restaurant or institution</p> | <p>Finished product must be processed in a wholesale registered food facility (410 IAC 7-21). FDA may conduct the inspections and must meet 21 CFR 108.25 and part 114 Finished product must be fully labeled</p> |
| <p>FERMENTED FOODS</p> | |
| <p>Type of Sale</p> | <p>Regulations</p> |
| <p>General note</p> | <p>Fermented foods, such as some kinds of vegetables (sauerkraut, cucumber pickles, and green olives, etc.), are low-acid foods subjected to the action of acid-producing microorganisms to reduce the pH of the food to 4.6 or below. Products usually do not require refrigeration for safety.</p> |
| <p>Producer selling from farm, roadside stand or at Farmers Market</p> | <p>No license or permit required but must comply with HEA 1309 (IC 16-42-5-29), which includes specific labeling requirements Farmers Market vendor may be licensed by LHD Recommend <i>Guidance for Uniform Use of House Enrolled Act 1309</i> for complete explanation</p> |
| <p>Producer selling door-to-door or at community event</p> | <p>Finished product must come from a licensed retail food establishment (410 IAC 7-24) or a food processing plant (IC 16-42-5) Food-handler certification may be required (410 IAC 7-22) Mobile retail food establishment license may be required for door-to-door Finished product must be fully labeled</p> |
| <p>Producer distributing from farm to grocery store, restaurant or institution</p> | <p>Finished product must be processed in a wholesale registered food facility (410 IAC 7-21). Finished product must be fully labeled</p> |

Authority is given to the Local Health Departments (LHD) by law for enforcement of State regulations and local ordinances. A list of Indiana Code (IC) and Indiana Administrative Rules (IAC) is available at www.foods.isdh.in.gov. Also See IC 16-42-5-29, and *Guidance on Indiana Farmers' Markets Inspection Requirements*, sent to LHDs on May 17, 2010, by Scott Gilliam, Director, ISDH Food Protection Program. Farmers Markets should be inspected by LHDs but may not be in all locales.

*LHD - Local Health Department

**GAP - Good Agricultural Practices

***FDA – U.S. Food and Drug Administration



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Appendix D State Requirements by Market for Products of Animal Origin

| ANIMALS/CAPTIVE GAME/EXOTICS - Pheasants, Deer, & Quail Type of Sale | Regulations |
|---|---|
| The above animals can be sold only if captive bred/domestic | Game Breeders License from Indiana Department of Natural Resources (DNR). Must meet 312 IAC 9-10-4 and IC 14-22-20 |
| Producer selling meat/poultry products from farm | Must be slaughtered and processed at a state or federally inspected facility that is equal to IC 15-17-5; 345 IAC 9 and 10 Must meet storage guidance of <i>Prepackaged Frozen Meat, Poultry & Rabbit for Retail Sale, June 28, 2006</i> Meat must be fully labeled IC 410 IAC 7-25 (HEA 1312)-Poultry of 1000 birds or less is now exempt from ISDH regulations as long as it is processed on the farm and sold frozen on the farm, at a farmers market or a roadside stand |
| Producer selling door-to-door or at Farmers Market | Must be slaughtered and processed at a state or federally inspected facility that is equal to IC 15-17-5; 345 IAC 9 and 10 Mobile retail food establishment license may be required for door-to-door sales Farmers Market vendors may be licensed by LHD* Must meet storage guidance of <i>Prepackaged Frozen Meat, Poultry & Rabbit for Retail Sale, June 28, 2006</i> Meat must be fully labeled |
| Producer distributing from farm to grocery store, restaurant or institution | Must be slaughtered and processed at a state or federally inspected facility that is equal to IC 15-17-5; 345 IAC 9 and 10 If stored in a warehouse, must meet the requirements of 410 IAC 7-21 Meat must be fully labeled Distributors of unopened packages must register with Meat and Poultry Inspection Division of the Indiana Board of Animal Health (BOAH) and keep records subject to review |
| AQUACULTURE - Farmed Fish & Seafood Type of Sale | Regulations |
| Fish sold live | No license/permit required May need to meet DNR requirements Some species are subject to movement restrictions, contact BOAH |
| Producer selling from farm, roadside stand, door-to-door or at Farmers Market | Finished product must come from a licensed retail food establishment (410 IAC 7-24) Mobile retail food establishment license from LHD may be required for door-to-door Farmers Market vendors may be licensed by LHD |



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| | Food Handler Certification required (410 IAC 7-22) Finished product must be fully labeled |
| Producer distributing from farm to grocery store, restaurant or institution | Finished product must come from a wholesale registered food processor (410 IAC 7-21) that meets the requirement of 21 CFR 123, FDA's Seafood HACCP requirement. FDA conducts the inspections only if interstate. Otherwise, it is just basic GMPs under ISDH rule. Finished products must be fully labeled |
| DAIRY - Butter, Cream & Fluid Milk Type of Sale | Regulations |
| Producer selling from farm | Dairy Farm permit required to operate a dairy farm Dairy Plant permit required to process all dairy products Finished products must be fully labeled |
| Producer selling door-to-door or at Farmers Market | Dairy products must come from a BOAH-permitted facility** Mobile retail food establishment license from LHD may be required for door-to-door Farmers Market vendors may be licensed by LHD Dairy products must be maintained and delivered at an internal temperature of 45° F or below Finished product must be fully labeled |
| Producer distributing from farm to grocery store, restaurant or institution | No additional BOAH permits required when dairy products come from producer's permitted dairy plant Dairy products must be maintained and delivered at an internal temperature of 45° F or below Finished products must be fully labeled |
| DAIRY - Cheese Made from Pasteurized Milk Type of Sale | Regulations |
| Producer selling from farm | Dairy Farm permit required to operate a dairy farm Dairy Plant permit required to process all dairy products Finished products must be fully labeled |
| Producer selling door-to-door or at Farmers Market | Dairy products must come from a BOAH-permitted facility Mobile retail food establishment license from LHD may be required for door-to-door Farmers Market vendors may be licensed by LHD Dairy products must be maintained and delivered at an internal temperature of 45° F or below Finished product must be fully labeled |
| Producer distributing from farm to grocery store, restaurant or institution | No additional BOAH permits required when dairy products come from producer's permitted dairy plant Dairy products must be maintained and delivered at an internal temperature of 45° F or below Finished products must be fully labeled |
| DAIRY - Cheese Made from Raw Milk Cheese | |



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| Type of Sale | Regulations |
|---|---|
| Producer selling from farm | Dairy Farm permit required to operate a dairy farm Dairy Plant permit required to process all dairy products Finished products must be fully labeled including the statement "aged 60 days" and the product's lot number |
| Producer selling door-to-door or at Farmers Market | Dairy products must come from a BOAH-permitted facility Mobile retail food establishment license may be required for door-to-door Farmers Market vendors may be licensed by LHD Dairy products must be maintained and delivered at an internal temperature of 45° F or below Finished product must be fully labeled including the statement "aged 60 days" and the product's lot number |
| Producer distributing from farm to grocery store, restaurant or institution | No additional permits required when dairy products come from producer's permitted dairy plant Dairy products must be maintained and delivered at an internal temperature of 45° F or below Finished products must be fully labeled including the statement "aged 60 days" and the product's lot number |
| DAIRY - Flavored Milk, Ice Cream, Kefir, Sour Cream & Yogurt Type of Sale | Regulations |
| Producer selling from farm | Dairy Farm permit required to operate a dairy farm Dairy Plant permit required to process all dairy products Finished products must be fully labeled |
| Producer selling door-to-door or at Farmers Market | Finished dairy products must come from a BOAH-permitted producer Mobile retail food establishment license from LHD may be required for door-to-door Farmers Market vendors may be licensed by LHD Dairy products must be maintained and delivered at an internal temperature of 45° F or below Finished product must be fully labeled |
| Producer distributing from farm to grocery store, restaurant or institution | No additional licenses required when dairy products come from producer's permitted dairy plant Dairy products must be maintained and delivered at an internal temperature of 45° F or below Finished products must be fully labeled |
| EGGS (Shell) (Chicken only) Type of Sale | Regulations |
| Producer selling from farm | No license/permit required if sold from the farm; exempt from all requirements |
| Producer selling door-to-door, from roadside stand or at Farmers Market | Dealer must have a retail license from the Egg Board at Purdue University Mobile retail food establishment license from LHD may be required for door-to-door Farmers Market vendors may be licensed by LHD Used egg cartons may be used ONLY if relabeled with name and address of supplier of eggs |



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| | <p>Pack date and expiration date must appear on each carton. Expiration date is 30 days from date of pack Must be held and sold refrigerated at an ambient air temperature of 45° F or below</p> |
| <p>Producer distributing from farm to grocery store, restaurant or institution</p> | <p>Dealer must have a wholesale license from the Egg Board at Purdue University Used egg cartons may be used ONLY if relabeled with name and address of supplier of eggs Pack date and expiration date must appear on each carton. Expiration date is 30 days from date of pack Must be held and sold refrigerated at an ambient air temperature of 45° F or below</p> |
| <p>LIVESTOCK - Cattle, Swine, Sheep, Goats & Ratites (emu/ostrich), Bison, Cervidae (elk) Type of Sale</p> | <p>Regulations Cervid premises must register with BOAH</p> |
| <p>Producer selling meat from the farm</p> | <p>Must be slaughtered and processed at a state or federally inspected facility that is equal to IC 15-17-5; 345 IAC 9 If stored on the farm, must meet the storage guidance of <i>Guidance on Prepackaged Frozen Meat, Poultry & Rabbit for Retail Sale, June 29, 2006</i>. Custom exempt plants are not considered an approved source for this product.</p> |
| <p>Producer selling meat door-to-door or at Farmers Market</p> | <p>Livestock must be processed at a state or federally inspected facility that is equal to IC 15-17-5; 345 IAC 9 Must meet storage guidance of <i>Prepackaged Frozen Meat, Poultry & Rabbit for Retail Sale, June 28, 2006</i> Mobile retail food establishment license from LHD may be required for door-to-door sales Farmers Market vendors may be licensed by LHD Finished products must be fully labeled</p> |
| <p>Producer distributing from farm to grocery store, restaurant or institution</p> | <p>Livestock must be processed at a state or federally inspected facility that is equal to IC 15-17-5; 345 IAC 9 If stored in a warehouse, must meet requirements of 410 IAC 7-24 and be stored at refrigerated temperature of 41° F or below or frozen (0 degrees F) Distributors of unopened packages must register with Meat and Poultry Inspection Division of BOAH** Meat must be fully labeled</p> |
| <p>POULTRY - Farm-raised Chicken, Ducks, Geese, Guinea Hens, Squab and Turkeys Type of Sale</p> | <p>Regulations</p> |
| <p>Producer selling from farm, roadside stand or at Farmers Market</p> | <p>Poultry (limited number) can be slaughtered on the farm and must be sold frozen under HEA 1312***, an extension of HEA 1309</p> |
| <p>Producer selling door-to-door</p> | <p>Must be processed in an inspected facility under 345 IAC 10 Mobile retail food establishment license may be required</p> |



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|---|---|
| | Finished product must be fully labeled |
| Producer distributing from farm to grocery store, restaurant or institution | Must be processed at a state or federally inspected facility that is equal to IC 15-17-5; 345 IAC 10 If stored in a warehouse, must meet requirements of 410 IAC 7-24 and be stored at refrigerated temperature of 41° F or below or frozen (0 degrees F) Distributors of unopened packages must register with Meat and Poultry Inspection Division of BOAH Finished product must be fully labeled |
| RABBITS Type of Sale | Regulations |
| Producer selling from farm, door-to-door or at Farmers Market | Retail food establishment license required (410 IAC 7-24) State meat inspection laws permit BOAH to provide the required inspection upon request for a fee Must meet storage guidance of <i>Prepackaged Frozen Meat, Poultry & Rabbit for Retail Sale, June 28, 2006</i> Finished products must be labeled |
| Producer distributing from farm to grocery store, restaurant or institution | Must meet requirements of IC 16-42-5 and 410 IAC 7-21, <i>Wholesale Food Establishment Sanitation Requirement</i> Finished product must be fully labeled |

*LHD - Local Health Department

**BOAH – Indiana Board of Animal Health

***HEA - House Enrollment Act

Currently, duck, turkey, quail and other types of poultry or waterfowl eggs are not regulated by the state egg board.



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Appendix E Membership Fees

This hub will be a member driven cooperatively structured organization and membership fees will contribute to the funding of its operation. The hub shall operate on an “at cost” basis.

Producer- Member:

Monetary fees

Annual Membership Fee

Membership fees will be annually assessed prior to the conventional marketing season (late winter).

Fee to be comparable to normal Farmers’ Market.

Fee for initial year of hub operation - \$150 /year

Provides access to marketing platform and related marketing and sales opportunities both through the hub and otherwise.

Transaction Based Fee

Producers will additionally be assessed a fee based on dollar value of product sold. This will be a percentage of the gross value sold through the hub.

This fee may change over time based on the profitability of the hub.

Members in good standing will be assessed a percentage based fee based on volume of product sold.

During the first year of operation specialty crop producers (included on USDA list) will be assessed a fee of 10% of the gross value sold.

During the first year of operation non-specialty crop producers (not included on USDA list) will be assessed a fee of 15% of the gross value sold.

A sliding scale of percentage will be devised with larger individual member sales paying a lesser percentage fee.

Producer work commitment



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During the initial year of hub operation a work commitment will be requested of participating members to facilitate the successful initial growth of the hub. Members will be asked to invest a minimum of 2 hours of work per month of hub operation during which they offer product for sale.

Such work will include aggregation and/or delivery of orders and/ or marketing of hub and or organization/ oversight of hub

Producer -Nonmember:

This Association may conduct business with nonmembers on either a patronage or non-patronage basis.

Nonmember purchases will be considered only for those products that are not regionally (Indiana) available due to the limitations of the growing environment/seasonality etc... or due to conditions that result in a crop loss of normally available products.

Non hub members selling to the hub would be assessed a percentage based fee of 30% of the gross sale.

The hub may choose to purchase product and offer for resale to the public from members and/or non members.

**Buyer/Shopper (consumer) membership:
Monetary fees**

Buyer/ Shopper -Member

Buyers/ Shoppers who wish to become members to support the mission of the Hoosier Harvest Market cooperative will be assessed an annual membership fee.

Fee estimate: \$50

Provides access to purchasing opportunities through the hub as well as access to possible discounts based on patronage of the hub.

Possible discounts may include but not limited to:

- *Reduced fees on specific market days and or for specific products.*
- *Discounts at the end of the growing season*
- *Referral discounts for new customers*
- *Text or e-mail alerts to upcoming product availability and specials*
- *Discounts on attending educational programs*

Fund may be refundable under certain circumstances provide the member is in good status.

Member work commitment



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Members may offset their fee (in part or in full) based on a level of volunteer commitment to the hub.

Buyer/ Shopper –Non-Member

Buyers/Shoppers may purchase from the hub with no membership fee.

Provides access to purchasing opportunities through the hub but no access to possible discounts based on patronage of the hub.

All shoppers will have access to information about the farmer members' farms and production through links to websites and blog posts as well as timely recipes and food preparation tips for available products and updates on educational programs that involve food, farm and famil