



Millerton Farmer's Market // 2017 Rules and Application

Mission: The Millerton Farmer's Market, sponsored by the North East Community Center, seeks to build a sustainable community and support and promote local agriculture. The Market enables area residents and visitors to buy and eat fresh, locally grown produce; creates a vital village gathering place; helps farmers find markets for their produce; and creates educational and training opportunities for young people.

Principles: The market will operate under the following principles:

- **Locally grown, locally made, farmer grown:** Priority is given to farmers within a 35-mile radius of Millerton. If items would add to the diversity of the market, farmers within a 90-mile radius may be allowed. **Vendors must grow what they bring** – they may not “carry” or resell produce purchased from others, except under the following specific circumstance: if they run out of a specific item, and a neighboring farm whose produce meets all other requirements can provide it, **the farmer may bring this item with advance permission from the market manager**, and the farmer must clearly label the item with the neighboring farm name and location.
- **“Organic” “clean-grown” “chemical-free:”** a goal of the Millerton Farmer's Market is to promote food (and growing practices) free from chemical fertilizers and pesticides. While it is not a requirement for participation, every vendor is expected to submit a statement explaining their growing practices, which the Market Manager will make available to any interested consumer. Farmers should answer any questions posed by consumers factually. Any farmer claiming to sell certified organic products (or similar) must display the appropriate certificates.
- **Diversity, freshness and quality:** Produce should be as fresh as possible and of the highest quality. Stalls should be clean, neat and attractively arranged. See attached page of tips and suggestions for effective displays.
- **Customer Service:** The market and its participants are honest, courteous and friendly, and do not discriminate for any reason.
- **Summer Youth Program:** A unique feature of the Millerton Farmer's Market is our teen work-skills program, Farm and Food Education Program (FFE), which is part of the Community Partnership with Schools and Business (CPSB). A team of high school students will work for the summer under NECC supervision. Goals of FFE include supporting the Market, learning about agriculture, assisting farmers with setting up and breaking down their stands, serving customers, and if needed, helping farmers at their stand during the market.

Role of the Sponsor: the North East Community Center and its designated market manager are to:

- Establish an operations plan, operating budget, and raise enough money to support the Market
- Recruit and communicate with farmers and participants to ensure all are familiar with the rules and have fair opportunity to participate
- Establish and enforce rules, ensuring the Market and all participants are in compliance with all state and local laws, and to ensure all concerned are adequately insured
- Ensure the safe operation of the market
- Determine and arrange the operational schedule, location, and special activities
- Conduct an advertising and promotional program for the Market including signage
- Supervise and manage Food Access Interns and FFE Interns
- Address food access issues by accepting EBT/SNAP (formerly known as Food Stamps) and helping farmers enroll in Farmer's Market Nutrition Program to accept Senior and WIC FMNP Checks and other incentives like Health Bucks and Fresh Connect Checks

Role of the Market Manager: in addition to adhering to and promoting the above principles, the manager is NECC's on-site designate who will:

- Ensure the orderly and efficient operation of the Market, including making decisions about closing due to inclement weather
- Serve as liaison among customers, farmers and NECC to ensure good communication and the best possible service to all
- Assign market spaces to each vendor at the beginning of the Market season; manager will make changes later in the season if needed
- Collect daily Market fees at the beginning of the market season/ each market day
- Operate EBT terminal for SNAP and Credit/Debit transactions
- Inform NECC of any problems or concerns that may arise from vendors or customers.

Role of Farmer/Grower/Participants: In addition to agreeing to the above principles, Vendors should:

- Display appropriate signage (EBT, USDA Certified Organic etc.)
- Comply with Attendance and Tardiness Policies (more details on pgs. 3 & 4).
- Comply with Vehicle Policy (more details on page 4)
- Remain present and open until the closing time of the market
- If at all possible, find opportunities for interns to help with your stand during market hours
- Accept EBT/SNAP, FMNP Checks, Health Bucks, Fresh Connect checks if programs apply to vendor's products
- Clean up space and dispose of trash at closing time

Operating Schedule: The Millerton Farmer's Market operates outside of the Millerton Methodist Church, 6 Dutchess Ave. The 2017 summer schedule is as follows:

- Saturdays, 9am-1pm, from May 20th to October 28th for a total of 24 weeks.
- Vendors may begin setting up at 8am and may stay until 2pm to break down their stands. All vendors must be set up by 9am. Vendors must be off of the Methodist Church property by 2pm, as per our agreement with the church.

Attendance Policy: The Millerton Farmer's Market operates rain or shine. Vendors are expected to attend all dates for which they have committed unless the market has been officially cancelled due to extreme weather conditions. Vendors should contact the market manager by telephone or email to check on a potential cancellation. The Market Manager will send a group email and text by 7am on the market day in question if a cancellation is necessary. In the event that a vendor cannot attend a market day, the vendor should contact the market manager as soon as possible and no later than 8am.

By filling out this application, you are making a full-season commitment. After the occurrence of either two unexcused absences or any three absences, whether excused or unexcused during any single market season, the North East Community Council reserves the right to terminate the vendor immediately or at any time thereafter. If a vendor has paid upfront for the season, they will not be reimbursed for the remaining markets.

Tardiness Policy: It is important for the flow of the market and customer satisfaction that all vendors be set up and ready to sell by the time the market opens at 9am. The Market Manager may grant a half hour grace period in the case of an emergency or unforeseen delays. Any vendor arriving after the 9:30am grace period will be subject to the following:

First offense: verbal warning

Second offense: written warning

Third offense: \$10 fine, vendor may only return after fine is paid

Fourth offense: \$20 fine, vendor may only return after fine is paid

Fifth offense: \$35 fine, vendor may only return after fine is paid

Sixth offense: \$50 fine, vendor may only return after fine is paid

Seventh offense: removal from market

Vehicle Policy: All farm and vendor vehicles must be moved from the church parking lot and Dutchess Ave to Century Blvd. by 9am. Please see Market Manager with any parking questions/concerns. Businesses in town are impacted by the traffic at the market. To ease with the congestion of street parking around closing time, the Market Manager will have cones available for vendors to reserve available parking spots 15 minutes before close.

Vendor participation: Vendors may participate in the Millerton Farmer's Market at the invitation of the sponsor only. The Millerton Farmer's Market is privately operated and is under no obligation to extend participation privileges to any vendor. Vendor selection is limited by product category to insure a diverse mix of products.

Product Guidelines: The following products are permitted for sale at the Millerton Farmer's Market: locally grown or produced vegetables, fruit, grains, cheese, dairy products, meats, fish, eggs, jams and jellies, poultry and game, mushrooms, maple products, honey, herbs, plants and flowers.

Vendors wishing to sell wine, fruit juice, cider, jams and all other processed and prepared foods such as sauces will be considered only when those items are prepared using **predominantly locally grown ingredients.**

Hand crafted items including soaps and candles, lotions and salves, wool, fabric/fiber, woodcrafts and other items will be considered on a case-by-case basis and must contain locally grown or sourced materials.

Vendors may only bring and sell those items that have been approved on the application form. Application forms are attached to this document, available on our website (<http://www.millertonfarmersmarket.org/>) and from the Market Manager. Applications must be submitted annually; revisions are permitted during the season but pre-approval is required for any changes or new items.

All agricultural products displayed and presented for sale should be grown by the vendor on land owned or operated by the vendor. Produce offered for sale should be grown, harvested and cared for post-harvest so as to assure customers receive fresh, high-quality fruits and vegetables. Agricultural products should meet standards for quality, freshness size and grade.

Food Products: All prepared and processed food products displayed and presented for sale should be produced by the vendor from scratch in an approved local production facility and should contain predominantly ingredients that are either self-grown or purchased from local farmers. **Vendors are required to post signage detailing where the farm fresh ingredients are coming from including the farm name and location.** Non-local or commercial fresh, canned or frozen fruit or vegetable ingredients are prohibited. All products should be packaged and labeled in accordance with NY State regulations.

Meat, Chicken and Fish Products: shall be slaughtered, processed and packaged in an approved facility.

Baked Goods: All baked goods displayed and presented for sale should be freshly baked and prepared from scratch by the vendor and should contain predominantly ingredients that are either self grown or purchased from local farmers. **Vendors are required to post signage detailing where the farm fresh ingredients are coming from including the farm name and location.** Commercially prepared mixes, crusts, shells or fillings are strictly prohibited. *An exception will be made for bread:* bread vendors may purchase ingredients non-locally only when those ingredients are not available for sale from a local farmer, but the bread must be freshly baked and made locally. Wrapped baked goods should be packaged and labeled in accordance with NY State regulations.

Flower products and plants must be produced by the vendor on land owned or operated by the vendor. Vendor should be registered, licensed or listed with Cooperative Extension and, if applicable, have appropriate nursery license on display.

Products must be priced clearly and must be of the highest quality. The Market Manager reserves the right to ask the vendor to withdraw from display any item that is inferior in quality.

Signage: All vendors are required to display an attractive sign with the name and location of the farm or business in a clearly visible location. Vendors are encouraged to have business cards or brochures available for customers.

Products must be priced clearly and must be of the highest quality. The Market Manager reserves the right to ask the vendor to withdraw from display any item that is inferior in quality.

Farm Visits: A representative of NECC may make farm/business inspections with 24-hour notice to confirm that products brought to market conform to these rules. During inspection, the vendor should assist the market representative in thoroughly documenting the vendor's products as seen at the market and as indicated on the approved product agreement.

New York State laws: Vendors are individually responsible for conforming to all applicable local, state and federal laws and regulations including but not limited to:

- Vendors selling taxable items should display a valid NYS Certificate of Authority.
- Vendors selling nursery and greenhouse crops should display a valid NYS Nursery license.

- Vendors selling processed foods, prepared foods and other perishable items should do so in compliance with the requirements of the NYS Department of Health and / or the Department of Agriculture and Markets.
- Vendors selling by weight should have scales approved by the Dutchess County Sealer of Weights and Measures.
- Vendors selling by volume should use standard size containers such as pint, quart, etc.

Vendors selling beer and/or wine should display a valid NYS license.

Booth size and fees: Spaces will be assigned each year by the market director and manager. Location may be based on factors such as time of arrival, seniority, booth size, regular attendance, use of electricity and high sales.

Booth size is based on a standard 10x10 ft pop-up tent. Booth spaces are assigned by the Market Manager. Every effort will be made to honor requests for a specific location as well as to establish a consistent location for vendors each week. Vendors should bring their own equipment.

Please note the change in fees. Vendor fees have been raised \$5 this season which helps offset the increased costs to run the market.

If vendors choose to pay weekly at market, the fees for 24 weeks are:

- Single booth is: 10' wide x 10' deep: fee - \$20/week; \$480 total
- Double booth is: 20' wide x 10' deep. \$35/week; \$840 total
- Triple booth is: 30' wide x 10' deep. \$50/week; \$1,250 total

Vendors who pay in advance for the entire season may take a **25% discount** off the above fees. The full season rate, based on a 24-week season, with the saving reflected is:

- Single booth: \$360 (total savings of \$120, or \$5 per market)
- Double booth: \$630 (total savings of \$210, or \$8.75 per market)
- Triple booth: \$937.50 (total savings of \$312.50, or \$13 per market)

Fees must be paid by the date of the Market; late or non-payment will result in vendor termination at the discretion of the Market Manager and Market Director.

Drop-in vendors: Drop-in vendors may attend the market no more than 3 times, and are accepted on a case-by-case basis. There is no guarantee that a drop in vendor will be accepted. The vendor must submit an application (application fee is waived) at least a week in advance to the date they would like to attend. The vendor will be required to pay a fee of \$25 on the date they attend.

Tent and Display Requirements: All display tables should be covered with a tablecloth. All facilities should be in good working order, pose no safety hazard and allow ease of access for

customers. Vendors should keep spaces clean and neat, and bring their own trash disposal container.

Appropriate weights are required. All vendors are responsible for weighing down their tents. This is extremely important in ensuring the safety of customers and vendors.

NECC Equipment Usage: If a vendor needs to borrow a equipment from the North East Community Center, the request must be made to the market manager at least a day in advance. We cannot guarantee availability, however the earlier the request is made, the more likely it is that we can reserve the equipment. Fees must be paid on the day the equipment is borrowed. The fees are as follows:

- Table: \$10
- Tent: \$25

Tips and Tricks for attractive displays

- Use vertical shelving to put products at eye level
- Make sure there is plenty of room and easy access
- Include a mix of containers including baskets, boxes, pails
- Make sure your displays are full to overflowing with product; heaping boxes sell better than partially empty ones
- For expensive items, such as berries, offer smaller containers
- Make sure it's possible for small families or single people to buy smaller amounts (but volume discounts help too)
- Have attractive signs (such as chalkboards) with clearly displayed prices
- Offer recipe cards showing consumers how to use unusual items
- Your display should have variety and color
- Offer unusual varieties (with tips on how to use them)

Miscellaneous Policies

- The Market will require all dogs to be on leashes.
- Smoking is not allowed on the Market premises. This includes set-up and break-down time as well as when the Market is in progress.
- Speech and Advocacy: We will allow non-profit organizations to have tables at no cost and on a space available basis to raise awareness and solicit donations

for their programs. The preference is for local organizations but others may be allowed if there is space available. Political candidates may walk through the market wearing buttons and handing out brochures, but not set up a table with literature. Groups advocating for a cause will be evaluated on a case-by-case basis, with a bias toward freedom of speech.

Grievances and Rules Enforcement Procedures: In the event that a concern or dispute is not resolved to the vendor's satisfaction by the Market Manager, vendor grievances should be submitted in writing (email is acceptable) to NECC, PO Box 35, Millerton, NY 12546. Within 10 days, an ad hoc committee will be formed to hear any grievances the Market Manager cannot resolve, consisting of: NECC's Executive Director, one board member, one consumer and one farmer/vendor. This committee will render a decision, which can be appealed to NECC's Full Board of Directors; the board's decision is final.

Millerton Farmer's Market // 2017 Application

Please fill out and return to us no later than March 11th, 2017:

Please send this application, a completed crop and product plan, proof of general liability insurance, worker's compensation, copies of all necessary licenses and/or permits, and a check made out to the Northeast Community Council, Inc. for your application fee of \$25 to: Sheila DePaola, NECC, PO Box 35, Millerton, NY, 12546.

- Market Application
- \$25 Application Fee
- 2017 Crop Plan
- Copies of all licenses and/or permits necessary for the types of products you are planning to sell, i.e. Board of Health permits, nursery license, etc.
- If you are approved to participate in the 2017 season, you are required to provide NECC with a certificate from your insurer naming the Northeast Community Council Inc., County of Dutchess, Millerton Methodist Church, and the NYS Office of Parks, Recreation, and Historic Preservation as additionally insured. Every vendor must either provide proof that you carry Worker's Compensation or that you are exempt from it. Please see the insurance requirement document for complete instructions.

2017 Application

Contact Person: _____

Name of Farm/Business: _____

Address: _____

City/State/Zip: _____

Website if existing: _____

email: _____

Home/main phone: _____ cell phone _____

Vendor/Product Description and Growing Practices: Please provide or attach a short description of your farm and/or products. This will be included on our website and in promotional materials.

Dates: The market will run 9am-1pm on Saturdays from May 20st - October 28th

Full Season Vendors: Please list below any of the dates that you know in advance you will **NOT** be able to attend the market. This will help the Market Manager plan for spacing and events. Please email the Manager a reminder the week that you are going to be absent. You are permitted either two unexcused absences or any three absences, whether excused or unexcused for the season.

Drop-In Vendors: Please list the dates (up to 3) you would like to attend the market:

Please indicate whether you are interested in the Winter Farmers Market:

- I am interested in participating in the Winter Market
- I am **not** interested in participating in the Winter Market

Please indicate if you will or will not accept debit/credit cards:

- I will accept payments made by debit or credit card through the Market's central terminal. I will follow the procedures as explained to me by the Market Manager.
- I will **not** accept payments made by debit or credit card through the Market's central terminal.

Please indicate if you will need to use electricity:

- I will need to use an electrical outlet during the market
- I will **not** need to use an outlet during the market

Applications are due by March 11th, 2017 and those received after that date will be considered on a space-available basis.

By signing this application, I am agreeing to:

1. Adhere to the Rules and Regulations as included with this application.
2. Sell on all Saturdays during the season (unless applying as a drop-in vendor)
3. Accept EBT/SNAP at the Market for qualified products. I will follow the regulations as explained to me by the Market Manager.
4. (for fruit/vegetable vendors only) Participate in the Farmers' Market Nutrition Program (FMNP) so that I will be eligible to accept FMNP coupons for my produce. I understand that FMNP coupons can be used only for fresh, locally-grown produce. I understand that to be eligible, at least 75% of the produce I sell must be grown by me.

Farmer signature

Date

List of Products – 2017

Farmer/Producer/Baker _____

Please fill this out with every variety of every product or crop – we try hard not to have too many farmers bringing the same item so it's important that we know what everyone has.

_____	_____
_____	_____
_____	_____
