



Millerton Farmer's Market  
c/o North East Community Center  
PO Box 35, Millerton NY 12546  
NECC Office (518) 789-4259  
Ivana Powers, Market Manager (518) 491-7086  
[www.neccmillerton.org](http://www.neccmillerton.org)



## Millerton Winter Farmers Market 2017-2018 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.
- **Food Access Interns:** A unique feature of the Millerton Farmer's Market is our teen work-skills program, Community Partnership with Schools and Business. Two students will work for the farmer's market year-round under NECC supervision, with the primary goal of supporting the Market, learning about agriculture, assisting the farmers on the on

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market days to assist you in setting up and breaking down your stand, serving customers, and if you wish, helping at your stand during the market. Interns assist the market manager with the general operation of the market including helping with special events and conducting cooking demonstrations.

**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
- Establish and collect Market fees
- Determine and arrange the operational schedule, location, and special activities
- Conduct an advertising and promotional program for the Market including signage
- Supervise and manage the Farm & Food Education Program and Food Access Interns
- Address food access issues by accepting EBT/Food Stamps and helping farmers enroll in Farmer's Market Nutrition Program to accept FMNP/WIC checks and other incentives (i.e. Health Bucks)

**Role of the Market Manager:** in addition to adhering to and promoting the above principles, the Market 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

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- 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 Food Stamp 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:

- Be completely set up and ready to sell by the opening time of the market. All farm vehicles must be moved from the back of the church by 10am. Parking for farm vehicles is available on Century Blvd. Every vendor's car must be moved by 10am. No exceptions. If you fail to move your vehicle at the request of the market manager, you will be given a verbal warning. The second time such request is made you will receive a written warning. A third warning will warrant your suspension from the market.
- Vendors must be out of the church by 3pm as per our lease agreement with the Methodist Church
- Remain present and open until the closing time of the market.
- If at all possible, find opportunities at your stand and on their farm for teens in the summer job program to visit, assist, or participate.
- Accept EBT Food Stamps, Farmer's Market Nutrition Program/WIC, Health Bucks, Fresh Connect checks if programs apply to vendor's products.

**Attendance and Lateness Policy:**

- Be completely set up and ready to sell by the opening time of the Market at 10AM.

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- If a vendor will arrive more than one hour after the market opens (after 11 am), we ask that they do not come that day.
- It is that vendor's responsibility to inform the Market Manager if this is the case, and it will count as an excused absence.
- Vendors are expected to attend all dates for which they have committed unless the market has been officially cancelled due to extreme weather conditions.
- Extreme Weather Conditions: Vendors should contact the market manager by telephone (518-491-7086) or email ([ivana@neccmillerton.org](mailto:ivana@neccmillerton.org)) to check on a potential cancellation. **The Market Manager will send a group email by 8am 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 call the market manager as soon as possible and no later than 9am.
- 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.

**Operating Schedule:** The Winter Millerton Farmer's Market operates at the Methodist Church in Millerton. The official schedule is:

Saturdays 10am-2pm- every Saturday in November and December (no market Dec. 30th) and the 2nd and 4th Saturdays January – April.

January 13<sup>th</sup> + 27<sup>th</sup>, February 10<sup>h</sup> + 24<sup>th</sup> , March 10<sup>th</sup> + 24<sup>th</sup>, April 14<sup>th</sup> + 28<sup>th</sup>

**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.

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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 the rules and regulations, available on our website ([www.millertonfarmersmarket.org](http://www.millertonfarmersmarket.org)), at NECC during weekdays (51 South Center Street, Millerton) and from the Market Manager. They 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

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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.

**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.

**Space Size and fees:** Table size at the winter market is based on a standard six foot table. Spaces should be 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 facilities (tables/signage/shelving). All display tables should be covered with a cloth. 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. Vendor's space should be swept at the end of each market day.

The fees for the Winter Market are:

Single space is: one standard 6 foot table = \$15 per market

Double space is: two standard 6 foot tables = \$30 per market

There will be no refunds for non-attendance. Fees must be paid by the date of the market; repeated late or non-payment will result in vendor termination at the discretion of the market manager.

**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,

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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 Division 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.

**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.

#### **Miscellaneous Policies**

- The Market requires 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

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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 towards freedom of speech. The Market Manager will maintain the schedule of rotating community groups.

**Please fill out and return to us:**

- Market Application
- 2017/2018 Winter Crop Plan//Product List
- 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 2017/2018 winter season, we will need a certificate from your insurer naming Northeast Community Council, Inc. and the Millerton Methodist Church as additionally insured.

**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
- 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)



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### 2017/2018 Winter Farmer's Market Application

Contact Person:

Name of Farm:

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 Winter Millerton Farmer's Market operates at the Methodist Church in Millerton. The official schedule is:

Saturdays 10am-2pm; every Saturday in November and December (no market Dec. 30th) and the 2nd and 4th Saturdays January – April.

January 13<sup>th</sup> + 27<sup>th</sup>, February 10<sup>h</sup> + 24<sup>th</sup>, March 10<sup>th</sup> + 24<sup>th</sup>, April 14<sup>th</sup> + 28<sup>th</sup>

We expect vendors to commit and attend every week. A maximum of 2 unexcused or any 3 absences (excused or unexcused) are allowed for the winter season

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By signing this application, I am agreeing to:

1. Sell on all Saturdays during the season
2. Accept EBT/SNAP at the Market for qualified products. I will follow the regulations as explained to me by the Market Manager.
3. (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.

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.

By signing below, you agree to the Rules and Regulations as included with this application. Please send this application, a completed crop and product plan, proof of general liability insurance, copies of all necessary licenses and/or permits, and a check made out to the Northeast Community Council, Inc. for the \$25 application fee and return to Sheila DePaola, NECC, PO Box 35, Millerton, NY, 12546. **Applications are due by October 15th, 2016** and those received after that date will be considered on a space-available basis.

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Farmer signature

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Date

**Please include the following with your application:**

- \$25 Winter Market Application Fee; Check payable to NorthEast Community Center
- 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.

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Copy of your liability insurance naming Northeast Community Council, Inc. and the Millerton Methodist Church as additionally insured.

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### List of Products – Winter 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.**

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**List of Products – Winter 2017 - continued**

**Farmer/Producer/Baker** \_\_\_\_\_

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