

2011 Unadilla Farmers' Market

Farmer & Vendor Information and Application Form



Market Manager: Ed Gifford
Telephone: 607-369-2474
E-Mail: unadillafarmersmarket@hotmail.com

The Market will begin the 2011 season on Thursday, June 2nd through Thursday, September 22, 2011 (total of 17 days), from 11:00 am to 4:00 pm. The Market is located in the Village of Unadilla. The Market stalls are located on Main Street and the Community Lawn, adjacent to the sidewalk on Route 7.

Market Mission:

Creating a Sustainable Market Environment by providing an outlet for Local Farmers and Crafters, offering Consumers a variety of locally grown produce and locally made products.

The following rules apply to the Unadilla Farmers' Market:

- ✓ Market Manager will be on site the entire set up and selling times
- ✓ Hours of sales operation are: Thursdays, 11:00 am to 4:00 pm.
- ✓ Vendors are required to keep their market space neat and clean of obstacles, litter and debris.
- ✓ Vendors must clean their sales area and remove all refuse at the end of the day.
- ✓ Vendor must list all saleable product categories on their Unadilla Farmers' Market Application for 2011.
- ✓ All produce and products for sale should be priced competitively and clearly marked.
- ✓ The Unadilla Farmers' Market reserves the right to limit the number of vendors of a particular product category at its' sole discretion, in an effort to maximize product selection.
- ✓ The RESALE of PURCHASED PRODUCE or GOODS exceeding the 20% rule is prohibited. Just keep in mind that 80% of your planned sales must come from; what YOU GROW, what YOU MAKE, and what YOU BAKE.
- ✓ All produce must reflect our regional growing season and grown within 100 miles of Unadilla.
- ✓ Farmers and/or Vendors found in violation of these rules will be asked to discontinue sales for the remainder of the day and may be removed from participating in the Market; as determined by the Market Manager and the Market Committee.

NY State Requirements

- Vendors selling taxable items **must display** a valid NYS Certificate of Authority.
- Vendors selling nursery and greenhouse crops **must display** a valid NYS Nursery license.
- Vendors selling processed foods, prepared foods, and other perishable items shall do so in compliance with the requirements of the Health Department and the Department of Agriculture & Markets.
- Vendors selling by weight must have scales approved by the Department of Weights and Measures.
- Vendors selling volume must use standard size containers, such as pint, quart, etc.
- Vendors selling wine must display a valid NYS Winery License.
- All prepackaged items, such as baked goods, must be labeled in accordance with NYS labeling requirements.
- Produce **cannot** be advertised as organic unless it has been certified by a recognized independent third party certifying agency and the Certificate must be displayed.

Guidelines for selling at the market

- Vendors must have a sign clearly showing their company name.
- Each vendor will be responsible for the equipment and supplies for the setup of a stall. (I. E. tent / tables.)
- Displays should be constructed in such a manner that they do not block customer walkways nor pose any other hazard to customers or other vendors.
- Vendors who provide samples that will result in waste materials, such as cups, rinds, and corn cobs, must provide containers for waste disposal.
- No smoking by Vendors within the immediate area of the Market

Stall Fees and Assignment

All stalls will be assigned based on a first come, first served system. This will be accomplished by the application received date, accompanied by your check/money order paid in full and appropriate licenses, permits and certificate of liability insurance.

Checks/money orders to be made out to: Unadilla Farmers Market.

Fee structure: 10' x 10' stall \$10.00

10' x 20' stall \$20.00

All **Vendors** will need to complete the Application Form and mail to the address shown on the form. When you sign up and pay in advance for all 17 weeks your stall fee will be reduced from \$170 to \$150.

Farmer/Vendor Standard Operating Procedures

- Vendors please arrive between 10:00 am and 11:00 am to setup. Please check in with the market manager prior to setting up.
- All vendors are expected to be in their assigned space by starting time and not leave before closing time.
- Specific market concerns and / or grievances should be addressed to the onsite market manager.
- If you cannot attend your assigned space on any given scheduled Thursday please call Ed Gifford at 607-369-2474 or send an email to unadillafarmersmarket@hotmail.com.

Unadilla Farmers' Market, Application

Please call the Market Manager at 607-369-2474 to verify stall availability prior to sending Application.

Return this portion of the application with a check / money order to "The Unadilla Farmers' Market" and copies of all licenses, permits and liability insurance certificate that is necessary to sell your products.

Examples: Board of Health Permit, NYS Nursery License, NYS Winery License, Insurance Certificate, etc. Note: In lieu of Liability Insurance, vendors may elect to pay an additional \$10 weekly to cover the cost of Insurance through the Farmers' Market.

Mail to: **Unadilla Farmers'
Market
233 Butternut Road**

Please Note:

- Parking for stall setup is available adjacent to Market area.
- Vendor vehicles must be moved from adjacent parking prior to start of Market
- No Subletting stall space is permitted.
- Every effort will be made NOT to place alike vendors side by side.
- Market manager will take all possible means to assign a permanent stall location for vendors who have paid for the season.
- Fees are not refundable, either in part or in full.

Amount of check / money order enclosed \$ _____

Size of stall requested _____ Total frontage footage.

Vendor contact person: _____

Vendor business name: _____

Mailing address: _____

Vendor E-Mail: _____

Vendor Telephone: _____

**Circle the Dates you plan to be
at the Market:**

June: 2, 9, 16, 23, 30

July: 7, 14, 21, 28

August: 4, 11, 18, 25

Sept.: 1, 8, 15, 22

List product categories you intend to sell (I. E. Fruits, Vegetables, Jewelry, Bake Goods, Nursery Stock, ETC.):

I, the undersigned, have read the Rules and Regulations of the Unadilla Farmers' Market and do agree to abide by all the rules and regulations.

I agree to operate my stall in a safe and courteous manner and to pay fees as set forth by the agreement.

I understand that failure to comply with the applicable laws and regulations could result in dismissal from the market.

I understand that the stall rent, length of season, and hours of operation are determined by the market's management and agree to abide by them.

I verify that all information I have provided about my farm and/or products for sale is true and accurate.

As a vendor wishing to rent space in the Unadilla Farmers' Market, I agree to save, hold harmless, and indemnify the Unadilla Farmers' Market, Village of Unadilla, Unadilla Rotary, members and employees from any and all liability or responsibility pertaining to any damages to person or property on the site leased by me from said market, when such damages, or liability, arise out of my own, or of my employees or associates, located at said site.

Vendor name (please print) _____

Vendor signature _____

Date _____