



# SAUGERTIES FARMERS MARKET

43 Partition Street, Saugerties, NY 12477

[SaugertiesFarmersMarket.com](http://SaugertiesFarmersMarket.com)

Welcome to the Saugerties Farmers Market. We look forward to your joining the Saugerties Farmers Market for the 2017 (sixteenth) season beginning outdoors Saturday, May 27 (Memorial Day weekend) to October 28 (Halloween celebration).

**The mission of the Saugerties Farmers Market is to bring local seasonal food to market, preserve small family farms, promote healthy eating, build community, and attract visitors to historic Saugerties.**

There will be a full calendar of special events, chef demos, Art Corner with Anita Barbour, live music hosted by the John Street Jam, Master Gardeners from Cornell Cooperative, a community table for local organizations, as well as café dining.

We will promote the market with FRESH!, our e-newsletter; our website; social media (Facebook, Instagram); press releases to local papers; community calendars; rack cards; posters; advertising; signs; special events; and fundraising Harvest Home Dinners. We would like your input and your help with cross promotion to your website, email list, blog, and social media. We will support you in your use of FMNP, SNAP, Fresh Connect, WIC and other benefits.

Your fees will be used to support the management of the market, site costs, publicity, and events. We continue to meet consumer demand by bringing a wider range of local foods to the market. Your complete product list and availability dates will help promotion for the market. If you have any questions about the application, please contact Judith Spektor, Saugerties Farmers Market Committee ([judithspektor@aol.com](mailto:judithspektor@aol.com), 845-246-6491).

Please submit the attached application with your payment **by February 28, 2017**. Please read the Application and Guidelines carefully, as there are always updates. Completely fill out and sign the enclosed application and insurance waiver, return it with your check to the above address, and have your insurance agent send us your insurance certificate.

Remember, you are the heart of the market. Your products, experience, and enthusiasm will insure the market's success.

**Farmers Market Committee:**

**John Bassler, Barry Benepe, Edith Bolt, Sina Clark, Kevin Dumont, Joe Hernandez,  
Tony Hitchcock, Ann Krupp, Ayla Rector, Sara Schestenger, Judith Spektor, Masha Zager**

# SAUGERTIES FARMERS MARKET APPLICATION 2017

www.SaugertiesFarmersMarket.com

Judith Spektor, Saugerties Farmers Market Committee (judithspektor@aol.com, 845-246-6491)

Name \_\_\_\_\_ Business Name \_\_\_\_\_

Address \_\_\_\_\_ Town \_\_\_\_\_ County \_\_\_\_\_

Telephone \_\_\_\_\_ Mobile \_\_\_\_\_ Email \_\_\_\_\_

**Communication will be by email.**

# Acres in Cultivation \_\_\_\_\_ Certification (Organic/Naturally Grown/other & date) \_\_\_\_\_

To increase your income will you participate in the Farmers Market Nutrition Program (FMNP)? \_\_\_\_\_  
Food Stamps/EBT/SNAP? \_\_\_\_\_ and/or WIC? \_\_\_\_\_. For more information see the Guidelines.

## FEES:

**Take advantage of savings by signing up for the full season that guarantees you a permanent location in the market. Pre-payments must cover all dates you intend to attend. Payments should be attached to this application and received by February 28, 2017.**

**Choose one of 2 alternate forms of payment below.**

## ON SITE PARKING:

**A few prepaid vehicle spaces and remote on-site parking are available only with advance approval by the Saugerties Farmers Market Committee.**

### **1. PREPAID FULL SEASON (22 days)**

	<u># of Spaces</u>	<u>Fee</u>
Non Vehicle Space (10' x 10') = \$300	_____	_____
Vehicle Space (10' x 30') = \$500	_____	_____
Electrical Service (110 volt maximum) = \$100/outlet		_____
Remote On-site Parking = \$100		_____

TOTAL PAYMENT ENCLOSED \_\_\_\_\_

Payable to Saugerties Farmers Market, 43 Partition St, Saugerties, NY 12477

or

### **2. PRE-PAID PART SEASON/DAY (1-21 days)**

	<u># of Spaces X</u>	<u># of Dates X</u>	<u>Fee =</u>
Non Vehicle Space (10'x10') = \$20/day	_____	_____	_____
<i>Add \$5/day for electricity use per outlet</i>	_____	_____	_____

TOTAL PAYMENT ENCLOSED \_\_\_\_\_

Payable to Saugerties Farmers Market, 43 Partition St, Saugerties, NY 12477

**SAUGERTIES FARMERS MARKET APPLICATION 2017**

**MARKET SEASON (22 weeks) -- PLEASE CIRCLE DATES YOU PLAN TO ATTEND:**

<b>ENTIRE SEASON (May 27-Oct 28)</b>						
	May 27	June 3	June 10	June 17		
June 24	July 1	July 8	July 15	July 22	July 29	Aug 5
Aug 12	Aug 19	Aug 26	Sept 2	Sept 9	Sept 16	Sept 23
Oct 7	Oct 14	Oct 21	Oct 28			

**CLOSED GARLIC FESTIVAL DAY, Sept 30.** (We encourage you to apply to participate in the Hudson Valley Garlic Festival that attracts 50-60,000 visitors to Saugerties: hvgf.org)

There are no refunds for dates you do not attend. The market is open **RAIN OR SHINE.**

**Tents & Tables:** You must provide your own tent, table, and sign. In an emergency you may rent a tent or a table, the market may have them available for payment of \$25 for a tent and \$10 for a table per market day. You must make advance arrangements with the Market Manager and come by 9am to set up and stay until 2pm to break down. You must take responsibility for setting up with wind resistant weights, breaking down, and returning rented tents/tables to the storage trailer. You are responsible for any tent/table damage to repair or replace in working order.

**Licenses:** Attach any applicable state and/or local licenses required for your business: \_\_\_\_\_

**Products:** Only those items that are grown, raised and/or produced by you or others listed on page 3 and approved by the Saugerties Farmers Market Committee may be sold at the market.

**Further Information:** See our website: [www.SaugertiesFarmersMarket.com](http://www.SaugertiesFarmersMarket.com) or contact:  
**Judith Spektor, Saugerties Farmers Market Committee (judithspektor@aol.com, 845-246-6491)**

Who will sell at market? Name \_\_\_\_\_ Relationship \_\_\_\_\_

Seller's Cell Phone \_\_\_\_\_ Employee's Email \_\_\_\_\_

Applicant's Signature \_\_\_\_\_

Printed Name \_\_\_\_\_ Date \_\_\_\_\_





## SAUGERTIES FARMERS MARKET APPLICATION 2017

### FARMER PROFILE:

#### Cross Promotion

Do you have an email list\_\_\_\_, website \_\_\_\_\_, blog \_\_\_\_\_, or e-newsletter \_\_\_\_\_?

Do you use Facebook\_\_\_\_, Twitter \_\_\_\_\_, Instagram \_\_\_\_\_, YouTube\_\_\_\_, or other social media\_\_\_\_\_?

We request that you add your participation in the Saugerties Farmers Market weekly to your promotion and add a link to the Saugerties Farmers Market. The Saugerties Farmers Market will post a link to your sites.

#### Promotion

If you have particular seasonal varieties, new products, specials/sales that you want the market to promote, please inform Sina Clark, sina@violetsbakery.com by Sunday 5pm to make press release deadlines. For a tighter turnaround contact Masha Zager, mashazager@yahoo.com by the Tuesday before the market for inclusion in FRESH!, the market's e-newsletter. For specials or late information to be posted on the SFM Facebook page, please post it yourself. Photos are greatly encouraged.

#### Strategic Planning

We would like to work with you to determine how successful the market is for your business in order to improve the market and your sales. To get better data we request that you give the Market Manager information on the number of sales made and/or of gross receipts per market day.

#### Products Needed

In order to attract and keep customers we encourage you to add wider varieties to what you grow, raise, or produce. Please see the attached list of local products that are needed in the market. **In addition Prepared Foods made from local products are needed for breakfast/lunch to eat at the market and to take home.**

**PLEASE RETURN THIS APPLICATION [Pages 1-5 + Waiver of Liability + Check]  
TO: Saugerties Farmers Market, 43 Partition Street, Saugerties, NY 12477**

## SAUGERTIES FARMERS MARKET APPLICATION 2017

### **PRODUCTS NEEDED LIST 2017**

#### **Dairy & Eggs**

- Eggs
- Milk
- Yogurt
- Yogurt drinks
- Ice cream
- Butter

#### **Lunch for café and take home sales**

- Made on site (e.g., falafel, crepes, sliders, etc.)
- BBQ/roast chicken
- Chili
- Soups (cold & hot)
- Smoothies and juices
- Coffee made at the market

#### **Prepared Foods using primarily local seasonal fruit & veg for take home sales**

- Pesto
- Pasta sauces
- Fresh pasta
- Salsa
- Coleslaw
- Hot sauces
- Salad dressings
- Dried fruits, vegetables, herbs

#### **Vegetables**

- Corn
- Asparagus
- Dried herbs

#### **Fruit**

- Watermelon
- American persimmons
- Pawpaws
- Elderberries, gooseberries, mulberries, serviceberries
- Currants
- Cranberries

**Alcohol**

- Hard cider
- Mead
- Ale
- Beer
- Liquors

**Foraged Goods**

- Morels
- Chanterelles
- Ramps

**Grains & Beans**

- Flour—wheat, spelt
- Popcorn
- Beans (lima, fava, cranberry, Hank's X-tra special baking bean, & other shell beans)

**Meat & Poultry**

- Chicken, duck, goose
- Pork, beef, lamb, rabbit

**Nuts**

- Chestnuts
- Hazelnuts
- Pecans

**Dog Treats****Baked Goods**

- Flat Breads
- Seasonal fruit pies
- Pretzels

**Flowers**

- Edible flowers
- Dried flowers in wreaths & special arrangements

**Services**

- Knife Sharpening
- Composting



**WAIVER OF LIABILITY  
SAUGERTIES FARMERS MARKET**

I, \_\_\_\_\_(Name) representing  
\_\_\_\_\_ (Name of Business) do hereby agree to indemnify and hold harmless the Village of Saugerties; the Town of Saugerties; the Saugerties Central School District; the Saugerties Hudson River Partnerships, Inc.; and the Saugerties Farmers Market and their representatives, employees, and officers from and against any and all losses arising from or growing out of participation in the Saugerties Farmers Market at the Cahill School parking lot across from the school and next to the Saugerties Historical Society's Kiersted House whether it be caused by the negligence of myself, my agents, servants, employees or otherwise.

I understand that it is a contractual obligation for me to carry insurance as outlined below as a condition of having a space at the Village of Saugerties Farmers Market. I agree to provide the Saugerties Farmers Market with a **Certificate of Liability Insurance evidencing a policy of no less than One Million Dollars (\$1,000,000.00) per occurrence in Combined Single Limit Bodily Injury, Property Damage insurance and Completed Products liability, naming as Specifically Designated Additional Insured:**

Village of Saugerties, New York ♦ 43 Partition Street ♦ Saugerties, NY 12477

Town of Saugerties, New York ♦ 4 High Street ♦ Saugerties, NY 12477

Saugerties Hudson River Partnerships, Inc. ♦ c/o Gus Pedersen ♦ 3042 Route 32 ♦ Saugerties, NY 12477

Saugerties Farmers Market ♦43 Partition Street ♦ Saugerties, NY 12477

Signature \_\_\_\_\_

Name (please print) \_\_\_\_\_

Business Name (please print) \_\_\_\_\_

Date \_\_\_\_\_

**PLEASE HAVE YOUR INSURANCE AGENT SEND YOUR INSURANCE CERTIFICATE with Specifically Designated Additionally Insured Named Entities to:**

Saugerties Farmers Market, 43 Partition Street, Saugerties, NY 12477  
or email to [judithspektor@aol.com](mailto:judithspektor@aol.com)

**PLEASE RETURN THIS PAGE**

# SAUGERTIES FARMERS MARKET GUIDELINES 2017

[www.saugertiesfarmersmarket.com](http://www.saugertiesfarmersmarket.com)

Judith Spektor, Saugerties Farmers Market Committee (judithspektor@aol.com, 845-246-6491)

The Saugerties Farmers Market Committee, under the sponsorship of the Town and Village of Saugerties has developed the following Guidelines after consultation with participating farmers. The Committee, through the Market Manager, will be happy to hear from farmers during the year in order to keep farmers and customers happy, and to promote the long-term goals of supporting local agriculture and improving the quality of food available in our area.

The Saugerties Farmers Market Committee makes an effort to balance the needs of the market (supplying customers with diversity of in-season produce/other items and prices) with the needs of farmers without overloading the market with particular products.

Preference will be based on the following criteria: farmer grown, raised, produced products; available space; need for a specific product; amount of spaces needed; market fees paid in full and on time; variety; attractive display; presence of the farmer/owner; priority for organic/naturally grown farming practices; supporting local farms and those farms under farmland protection easements.

In order to increase the variety of products sold in the market and when the grower/producer is unable to attend the market in person, you may hire an employee to do so or allow another farmer to sell your products.

**ATTENDANCE:** Circle dates you will attend so a space will be available for you. If you are unable to attend a market date, you must advise the Market Manager by Thursday before the market. There are no refunds for dates you do not attend. The market is every Saturday (except Garlic Festival Saturday, September 30) RAIN OR SHINE.

**SET-UP & BREAK-DOWN:** Arrive at the market no later than 9am. It is important that you be ready to start to sell from the 10am market opening and stay until 2pm. Drive only on the paved parking lot for offloading product from your car/truck.

**SAFETY AND WEIGHTS:** Please be aware that the site has strong winds that may cause your tent to lift off the ground. **It is mandatory that you bring 30 pound weights for your tent and to keep all signs and products from flying off your table.**

**TENTS, SIGNS, SCALES, ELECTRICITY & WATER:** Bring your own tent to cover your assigned space size only. You will need sun protection, as there is little shade at our market site. **An attractive sign naming your farm and location is required. Price signs must be posted for each item.** You may sell by the pound or by the piece or standard container size (pint, quart, peck, bushel). It is our advice from observation that selling by scale, rather than by container, will bring greater customer satisfaction. Bring your own scale for weighing. It must be certified by your local County Department of Weights & Measures. **If you need access to electricity for which there will be a one time seasonal charge of \$100 (or \$5/day), please advise us so that we may take this into account in determining your space in the layout.**

**PARKING:** Note that there is nearby street parking available to which you will be directed by the Market Manager. Bring your vehicle on site to offload. **Do NOT drive or park on the Cowflop (adjacent meadow); do NOT park on the market site, on the entry road, or on Main Street across from the market, as we need to provide parking for your customers. Exceptions to this are limited to those who receive written approval from the Market Manager.**

**CLEANING:** Bring your own waste basket, bags, and broom. Take away your own and your customers' trash and leave your space completely clean.

**HEALTH DEPARTMENT:** Permits (copy to be attached to your application) are required for all prepared foods and foods served to eat in the market. It is your responsibility to be in compliance. We are visited by the Ulster County Health Department.

**GROW-YOUR-OWN:** The Saugerties Farmers Market welcomes farmers who sell fruits, vegetable, plants, and other farm products grown and produced by them. Your application must include a Crop Plan subject to approval before your attendance is confirmed. There may be limits placed on certain varieties in order to avoid excess duplication for the good of the entire market. If you wish to sell additional items during the season that are not on your Crop Plan, you must first submit a request in writing and obtain written approval from the Market Manager prior to the item being brought to market. Personal attendance by farmers is preferred, but employees or other designated representatives who are familiar with the farm and its products are welcome.

**LOCALLY-GROWN-BUT-NOT-YOUR-OWN:** Permission may be granted for those products not produced by you that are not available in the market and that are grown by others within 25 miles of your farm. Decisions will be made based upon the need for a product. To obtain approval, submit the request on the Crop Plan.

**VALUE-ADDED PRODUCTS:** We strongly prefer that products such as jams, jellies, preserves, relishes, sauces, pickles, fruit breads or pies, etc. be made from your farm-grown and/or other locally grown ingredients. However, we will review other locally made food and farm products on a case by case basis. Decisions will be made based on what the Saugerties Farmers Market Committee considers to be in the best interest of the overall market. Factors include the need for the product, the draw for customers, the nature of the ingredients, and method of production. All applicable Federal, State, and local laws apply. Proof of required licenses must be submitted with the application.

If you are selling another's products, please remember that you are in the market primarily to represent the farmer(s)/producer(s). Be prepared with information about those you represent – location, range of products, method of production (organic, naturally grown, pasture raised, conventional, IPM, hormone/antibiotic free, GMO-free, etc.).

**CREDIT CARDS:** The ability to take credit/debit cards will increase your sales. If you have questions about how to provide electronic payments, talk to former Market Manager, Kevin Dumont, 415-606-5059, who has had positive experience with credit card use at our market.

**SNAP, WIC, FMNP, FRESH CONNECT, MARKET BUCKS:**

**SNAP** (formerly EBT/food stamps; for low income families) and **WIC** (for low income women with infant children) are Federal programs that require advance application by farmers. Training is available from the Farmers Market Federation of NY, [nyfarmersmarket.com](http://nyfarmersmarket.com).

**Fresh Connect Checks** are a NY State program providing \$2 additional for every \$5 spent at the market to SNAP recipients and veterans.

**FMNP** (Farmers Market Nutrition Program) is a NY State program for low income seniors and others. \$20 in coupons are handed out to qualifying individuals in the late summer that are usable for fruits and vegetables only. Farmers may redeem them at any bank.

**Market Bucks** are Saugerties Farmers Market cash redeemable from the Market Manager/SFM Committee given out for various purposes (Loyalty Card completion, Boys & Girls Club lunch program, gift certificates, etc.).

**PACKAGING:** Do not use Styrofoam packaging. There are environmentally friendly alternatives (paper, recycled materials) for all products (hot, cold, wet or dry).

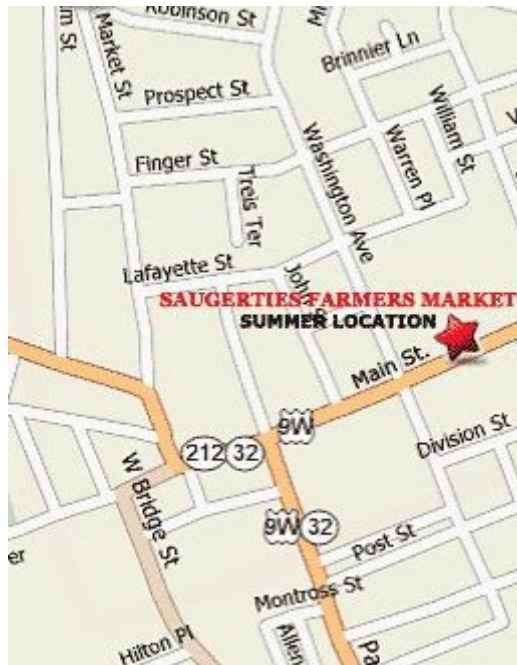
**ALCOHOL & SMOKING:** Alcohol consumption or smoking by vendors shall not be consumed at the market.

**INSURANCE:** The Village of Saugerties is providing liability insurance for the Saugerties Farmers Market and the Market Manager. You will need to sign a Waiver of Liability and you should have your own insurance coverage by adding onto your homeowners insurance and obtaining product liability coverage. **Please have your insurance agent send the market a copy of your Certificate of Liability Insurance following the specific language on the attached Insurance Waiver & Certificate form.**

**PROMOTION:** The market encourages product sampling in order to promote your products and educate the customer. You must prepare and present samples in a safe, sanitary, and attractive manner. If you have an email list, website, blog, e-newsletter; use Facebook, Twitter, Instagram, YouTube, or other social media, we request that you add the Saugerties Farmers Market to your promotion and add a link to the market. Also we encourage you to distribute market postcards/rack cards and use word of mouth to let your customers know of your participation in the Saugerties Farmers Market.

**INFO:** See our website: [www.SaugertiesFarmersMarket.com](http://www.SaugertiesFarmersMarket.com) or contact: Judith Spektor, Saugerties Farmers Market ([judithspektor@aol.com](mailto:judithspektor@aol.com), 845-246-6491)

**DIRECTIONS TO THE SAUGERTIES FARMERS MARKEET  
115 MAIN STREET, SAUGERTIES**



**From the North:** NYS Thruway south to Exit 20 - Saugerties. Turn left onto Route 32. At the light turn left onto Route 32/212 (Ulster Ave.). Drive 1.25 mi. to the T intersection of Ulster Ave. (Rt. 212/32) & Market Street. Turn right at this light. Turn left at the next light at the intersection of Market & Main Streets. Proceed straight through the next light at the intersection of Main and Partition Streets. The market is located on the left in the third block.

**From the South:** NYS Thruway to Exit 20 - Saugerties. Turn right onto Route 212/32; proceed just under a mile to the intersection with Market Street. Follow above directions.

**Route 9W S:** Follow south into the Village of Saugerties, past Seamon Park. Turn right onto Main Street. Market is on the right.

**Route 9W/32N:** Proceed north into the Village of Saugerties over the Esopus Creek Bridge. Turn right onto Partition Street and proceed up the hill to the intersection with Main Street. Turn right at the traffic light on Main Street. Market is on the left in the third block.