



# SAUGERTIES FARMERS MARKET

43 Partition Street, Saugerties, NY 12477

Saugerties Farmers Market.com

Welcome to the Saugerties Farmers Market. We look forward to your joining the Saugerties Farmers Market for the 2019 (eighteenth) season beginning outdoors Saturday, May 25 (Memorial Day weekend) through October 26 (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, Art Corner with Anita Barbour, live music hosted by the John Street Jam, 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 wide 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 postmarked **by February 28, 2019**. 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, Patti Breitung, Diane Carlson, Sina Clark, Kevin Dumont, Joe Hernandez, Tony Hitchcock, Ann Krupp, Sara Schestenger, Judith Spektor, Masha Zager

# SAUGERTIES FARMERS MARKET FOOD VENDOR APPLICATION 2019

www.SaugertiesFarmersMarket.com

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

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

Mailing Address \_\_\_\_\_

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

Email \_\_\_\_\_ Website \_\_\_\_\_

Facebook \_\_\_\_\_ Instagram \_\_\_\_\_

**Communication will be by email.**

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

To increase your sales 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 postmarked by February 28, 2019.**

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

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

# of Spaces      Fee

Non Vehicle Space (10' x 10') = \$350 \_\_\_\_\_

Vehicle Space (10' x 30') = \$500 \_\_\_\_\_

**A very limited number of assigned seasonal vehicle spaces adjoining the vendor's tent are available only with advance approval by the Saugerties Farmers Market Committee. There is no other on-site parking. You will be directed to nearby street parking.**

Electrical Service (110 volt maximum) = \$100/outlet \_\_\_\_\_

**2. PREPAID DAILY FEE**

# of Spaces X # of Dates X Fee =

Non Vehicle Space (10' x 10') = \$25/day \_\_\_\_\_

*Add \$5/day for electricity use per outlet* \_\_\_\_\_

**TOTAL PAYMENT ENCLOSED**

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

**SAUGERTIES FARMERS MARKET APPLICATION 2019**

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

<b>ENTIRE SEASON (May 26-Oct 27)</b>		May 25	June 1	June 8	June 15
June 22	June 29	July 6	July 13	July 20	July 27
Aug 10	Aug 17	Aug 24	Aug 31	Sept 7	Sept 14
Oct 5	Oct 12	Oct 19	Oct 26		Sept 21

**CLOSED GARLIC FESTIVAL DAY, Sept 28.** (For information about the Festival, hvgf.org)

**Attendance:**

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

Personal attendance by farmers is preferred, but employees or other designated representatives who are familiar with the farm and its products are welcome.

**Tents & Tables:** You must provide your own tent, table, and signage. Every vendor must take responsibility to set up and break down their own tent with wind resistant weights (30 lb per tent leg). In an emergency you may rent a tent or a table from the market, if available, for payment of \$25 for a tent and \$10 for a table per market day by advance arrangement with the Market Manager. To rent equipment you need to come by 9am to set up, stay until 2pm to break down and return rented tents/tables in good condition 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 in writing by the Saugerties Farmers Market Committee may be sold at the market.

**Online Shopping:** *The Farmers Market Federation of NY launched an new mobile app called FreshFoodNY. FreshFoodNY is a virtual farmers market where customers can connect with your business through the convenience of an online app, pre-order items from you, pay, and then pick up from you at the market, allowing you to show up to the market with product already sold and money in your pocket. FreshFoodNY can also be used for purchases at your farm-stand or to offer home delivery.*

*You can create a free profile via <https://ny.sourcewhatsgood.com/vendors/>*

*Once you create an account, you will automatically be emailed a visual guide, that walks you through the three steps to completing your profile. This guide also answers commonly asked questions, such as "Why is it free for Farmers? What is the Food System Fee the customers pay? What if my product fluctuates by weight?"*

*Once the Saugerties Farmers Market has a critical number of farmers/vendors enrolled in the app, FreshFoodNY will begin a promotional campaign targeting our local area to drive customer traffic to your business and our market. For more information about the eCommerce benefits and how to market your profile, feel free to email Jacqueline Lachevre, [j.lachevre@sourcewhatsgood.com](mailto:j.lachevre@sourcewhatsgood.com). Please copy the market at [Contact@SaugertiesFarmersMarket.com](mailto:Contact@SaugertiesFarmersMarket.com) so that we are kept in the loop.*

**FARMER/VENDOR INFORMATION:**

Who will sell at market? Name(s) \_\_\_\_\_ Relationship \_\_\_\_\_

Owner's Cell Phone \_\_\_\_\_ Owner's Email \_\_\_\_\_

Employee/Rep's Cell Phone \_\_\_\_\_ Employee/Rep's Email \_\_\_\_\_

Owner's Signature \_\_\_\_\_

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

**SAUGERTIES FARMERS MARKET APPLICATION 2019**

**GROWN, RAISED, PRODUCED BY YOU** *(Identify if certified organic with an "O")*  
*Please itemize each product on a separate line. Use additional pages if necessary.*

PRODUCT	DATES AVAILABLE

*I would like approval to bring into market the following items from local farmers **that are NOT** available directly from a grower at the market.*

**PURCHASED LOCALLY PRODUCED** *(Identify if certified organic with an "O"):*  
**Please itemize each product on a separate line.**

PRODUCT	DATES AVAILABLE	NAME, ADDRESS, PHONE OF PRODUCER

**For prepared products and baked goods, see page 4**

**SAUGERTIES FARMERS MARKET APPLICATION 2019**

**PREPARED FOODS, JARRED & BAKED GOODS**

In order to expand the variety of products at the Saugerties Farmers Market, we are inviting producers of prepared foods and baked goods made with local fruits, vegetables, dairy, and other local farm ingredients to submit applications. List the sources of ingredients.

*Fill in below per Farm Source.*

<b>Products</b>	<b>Major Ingredients</b>	<b>Source: Farmer/Producer by Name &amp; Town</b>

## SAUGERTIES FARMERS MARKET APPLICATION 2019

### 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 seasonal product arrivals, new products, specials/sales that you want the market to promote, please send information and photos to Masha Zager, mashazager@yahoo.com by Sunday 5pm to make press release deadlines. For a tighter turnaround contact Masha by the Wednesday before the market for inclusion in FRESH!, the weekly e-newsletter, or to post on the market's Facebook page Wednesday through Friday.

Contact Lois Brayton, haraloacres@gmail.com, for changes to the website. We need photos for best promotion.

### 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.**

**Further Information:** See our website: [www.SaugertiesFarmersMarket.com](http://www.SaugertiesFarmersMarket.com) or  
Contact@SaugertiesFarmersMarket.com

**PLEASE RETURN THIS APPLICATION [Pages 1-5 + Waiver of Liability + Check] BY 2/28/19  
TO: Saugerties Farmers Market, 43 Partition Street, Saugerties, NY 12477**

## SAUGERTIES FARMERS MARKET APPLICATION 2019

### PRODUCTS NEEDED LIST 2019

#### **Dairy & Eggs**

- Eggs
- Cheese (cow)
- 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, herbs for take home sales**

- Jams, jellies, preserves
- Pesto
- Pasta sauces
- Fresh pasta
- Salsa
- Coleslaw
- Salad dressings
- Vinegars
- Dried fruits, vegetables, herbs

#### **Vegetables**

- Corn
- Asparagus
- Mushrooms
- Dried herbs

#### **Fruit**

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

## **Alcohol**

- Hard cider
- Mead
- Ale
- Beer
- Wine

## **Foraged Goods**

### **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
- Walnuts

## **Dog Treats**

### **Baked Goods**

- Flat Breads
- Seasonal fruit pies
- Pretzels

### **Flowers**

- Cut flowers
- Edible flowers
- Dried flowers in wreaths & special arrangements

### **Services**

- Knife Sharpening
- Composting



**FOOD VENDORS 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 \_\_\_\_\_

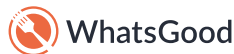
**PLEASE HAVE YOUR INSURANCE AGENT SEND YOUR INSURANCE CERTIFICATE with Specifically Designated Additionally Insured Named Entities to:**

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

**PLEASE RETURN THIS PAGE**

FreshFoodNY is powered by WhatsGood, an online marketplace that connects buyers with local farmers, fishermen and artisans. The platform helps you organize your retail and wholesale operations in one location. Though you will manage your profile through WhatsGood, your customers will access your business through the FreshFoodNY app.

**PURVEYORS**



**BUYERS**



Sign up online at [sourcewhatsgood.com](https://sourcewhatsgood.com) or download the **WhatsGood Marketplace app** for iOS or Android.

**1 Create a business profile**

- Add your business info so customers can learn about your operation.

**2 Add a payment account**

- Link your bank account so you can accept payment directly from customers.

**3 Add your seasonal product offerings**

- List both wholesale and retail inventory with compelling product photos.
- Plan ahead, pause and activate product offerings to reflect seasonality and availability.

**4 Sell your products**

- Connect with new buyers in your area.
- Communicate your pickup or delivery options, like your local farmers market.
- Message directly with buyers.
- Encourage your customers to pre-order from you on the FreshFoodNY app!



**Questions?**

We're here to help! Reach out to our support team through the chat feature on our website, or visit our FAQs through the drop down menu in the upper right hand corner of your profile.

# SAUGERTIES FARMERS MARKET FOOD VENDOR GUIDELINES 2019

[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/producers. The Committee, through the Market Manager, will be happy to hear from farmers/producers during the year in order to keep farmers/producers 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/producers without overloading the market with particular products.

Preference will be based on the following criteria: farmer grown, raised, produced products; locally 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/producer; 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, if approved by the Committee, 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 have reserved, but do not attend. The market is every Saturday (except Garlic Festival Saturday, September 28) 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.

**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 each corner of your tent. When it's windy keep all signs and products from flying off your table.**

**TENTS, SIGNS, SCALES, ELECTRICITY & WATER:** Bring your own 10' x 10' tent to cover your assigned space size only. You will need sun (and rain) 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 weight, 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/Daily Rate), please advise us so that we may take this into account in determining your space in the layout.**

## SAUGERTIES FARMERS MARKET GUIDELINES (page 2)

**PARKING:** Bring your vehicle on site to offload. ~~Note that there is nearby street parking available to which you will be directed by the Market Manager.~~ **We will direct you to off site parking, leaving nearby street parking for customers. 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 Committee.**

**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 products 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.

**LOCALLY-GROWN-BUT-NOT-YOUR-OWN:** Permission may be granted for 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 in the market. To obtain approval, submit the request on the Crop Plan identifying the grower/producer.

**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 accept 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. Tokens received will be reimbursed by the Market Manager when amounts exceed \$20.

**Fresh Connect Checks** are a NY State program providing \$2 additional for every \$5 spent at the market to SNAP recipients and veterans. These checks must be deposited in your bank.

**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. These coupons must be deposited in your 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.). These will be reimbursed by the Market Manager when amounts exceed \$20.

**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 permitted at the market.

**VENDOR BEHAVIOR:** Vendors are expected to be civil and respectful to each other and to customers. The Saugerties Farmers Market Committee reserves the right to dismiss a vendor for offensive behavior.

**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 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);  
Facebook page: <http://www.facebook.com/pages/Saugerties-Farmers-Market/104201016286976>;  
Instagram: [instagram@saugertiesfarmersmarket](https://www.instagram.com/saugertiesfarmersmarket);  
or contact:  
Judith Spektor, Saugerties Farmers Market Committee ([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.