



SAUGERTIES FARMERS MARKET

43 Partition Street, Saugerties, NY 12477

SaugertiesFarmersMarket.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).

While the mission of the Saugerties Farmers Market is to bring local seasonal food to market, preserve small family farms, promote healthy eating as well as build community, and attract visitors to historic Saugerties, we are interested in bringing additional handmade non-food items to market to diversify the offerings and please our customers.

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; press releases to local papers; community calendars; rack cards; posters; 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.

Your fees will be used to support the management of the market, publicity, and events. 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 Coordinator, judithspektor@aol.com, 845-246-6491).

Please submit the attached application with your payment. 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.

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
Contact@SaugertiesFarmersMarket.com

SAUGERTIES FARMERS MARKET NON-FOOD VENDOR APPLICATION 2019

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

Name _____ Business Name _____

Mailing Address _____

Telephone _____ Cell _____

Email _____ Website _____

Facebook _____ Instagram _____

Please list your electrical needs: _____

FEES Please choose one of two payment methods:

1. PREPAID FULL SEASON (22 days)

	# of Spaces	Fee
Non Vehicle Space (10' x 10') = \$350/season	_____	\$ _____

Add \$5/day for electricity use per outlet, if needed _____ \$ _____

TOTAL PAYMENT \$ _____ *Attach check made out to "Saugerties Farmers Market"*

Or 2. PREPAID DAILY FEE= \$25/market day

Applications without fees will be honored on a non-prepaid basis as space becomes available.

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

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

ENTIRE SEASON (May 26-Oct 27)	May 25	June 1	June 8	June 15		
June 22	June 29	July 6	July 13	July 20	July 27	Aug 3
Aug 10	Aug 17	Aug 24	Aug 31	Sept 7	Sept 14	Sept 21
Oct 5	Oct 12	Oct 19	Oct 26			

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

List Your Locally Handmade Products and Sources:

Who makes the product? _____ Where? _____

Who will sell at market and relationship to producer?: _____

Producer's Name _____ Signature _____ Date _____

Email Address _____ Phone(s) _____

RETURN APPLICATION with check to: Saugerties Farmers Market, 43 Partition St, Saugerties 12477

SAUGERTIES FARMERS MARKET

NON-FOOD VENDOR GUIDELINES 2019

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

The Saugerties Farmers Market Committee, under the sponsorship of the Village of Saugerties, has developed the following Guidelines. The Committee through its staff, the Market Manager, will be happy to hear from vendors during the year in order to keep both vendors and customers happy, and to promote the long-term goals of supporting local agriculture and improving the quality of food and the availability of products locally made in our area.

Assignments are made by the Saugerties Farmers Market Committee with an effort to balance the needs of the market without overloading the market with particular products. Preference will be based on the following criteria: locally handmade products, quality of products, need for a specific product, available space, amount of spaces you require, market fees paid in full and in advance, and presence of the owner.

ATTENDANCE: If you are unable to attend a market date when you are expected, you must advise the Market Manager by Thursday before the market. There are no refunds for dates you do not attend.

SET-UP & BREAK-DOWN: Please arrive at the market no later than 9:30am. Take into consideration how much time you will need to set up. It is important that you be ready to start to sell from the 10am market opening and stay to the 2pm market close.

TENTS, SIGNS, WEIGHTS & ELECTRICITY: Please bring your own tent to cover your assigned space size only (10' x 10'). You will need sun protection, as there is no shade at our market site. An attractive sign naming the business and location is required. Price signs must be posted for each item. Please advise if you need electricity for which there will be a fee of \$5/outlet/market day.

In an emergency you may rent a tent or a table if the market may has 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 in good condition to the storage trailer. You are responsible for any tent/table damage to repair or replace in working order.

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 and a way to keep all signs and products from flying off your table.**

INSURANCE: The Village of Saugerties is providing liability insurance for the Saugerties Farmers Market. You will need to sign a Waiver of Liability (attached).

PARKING: Note that there is nearby street parking available to which you will be directed by the Market Manager. Bring your vehicle to unload on site—NOT on the Cowflop (adjacent meadow)--to offload. **Do NOT park on the market site, on the Cowflop, on the entry road, or on Main Street during the market, as we need to save this for customers.**

SAUGERTIES FARMERS MARKET VENDOR (non-food) GUIDELINES (page 2)

PROMOTION: If you have an email list, website, blog, e-newsletter; use Facebook, Instagram, Linked In, YouTube, or other social media, please add the Saugerties Farmers Market to your promotion and add a link to the market. Also we encourage you to distribute market posters/rack cards and use word of mouth to let your friends and customers know of your participation in the Saugerties Farmers Market.

DIRECTIONS TO THE SAUGERTIES FARMERS MARKET 115 MAIN STREET, SAUGERTIES (Outdoors)



From the North: NYS Thruway south to Exit 20 - Saugerties. Turn left (south) onto Route 32. At the light turn left onto Route 32/212. Go over the railroad tracks to the intersection of Ulster Ave. (Rt. 212/32) & Market Street. Turn right at this light. Turn left at the next light on to Main Street/Rt 9W. Proceed straight through the next light across the intersection of Main and Partition Streets. The market is located on the left on the third block.

From the South: NYS Thruway to Exit 20 - Saugerties. Turn right onto Route 212/32 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 after Bennett Ave.

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

**WAIVER OF LIABILITY
VILLAGE OF SAUGERTIES FARMERS MARKET
NON-FOOD VENDOR APPLICATION 2019**

I, _____(Name) representing
_____ (Name of Business) do hereby
agree to indemnify and hold harmless the Village of Saugerties; the Town of Saugerties;
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 and across from the Cahill School, whether it be caused by the
negligence of myself, my agents, servants, employees or otherwise.

Signature _____

Name (please print) _____

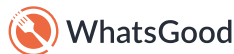
Business Name (please print) _____

Date _____

PLEASE RETURN THIS PAGE WITH YOUR COMPLETED APPLICATION

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 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.