



SAUGERTIES FARMERS MARKET

P.O. Box 164, Saugerties, NY 12477

SaugertiesFarmersMarket.com, Contact@SaugertiesFarmersMarket.com, 845-6681-1160

Judith Spektor, Saugerties Farmers Market Committee, judithspektor@aol.com, 917-741-5524

Beth Troxell, Market Manager, beth.r.troxell@gmail.com, 717-731-9616

Welcome to the Saugerties Farmers Market. We look forward to your joining the Saugerties Farmers Market for the 2020 (our nineteenth) season beginning outdoors Saturday, May 23 (Memorial Day weekend) through October 31 (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 Coordinator:

Contact@SaugertiesFarmersMarket.com.

Please submit the attached application with your payment postmarked **by March 12, 2020**. 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 ensure the market's success.

Farmers Market Committee:

**John Bassler, Patti Breitung, Diane Carlson, Sina Clark, Kevin Dumont,
Joe Hernandez, Tony Hitchcock, Ann Krupp, Andrea Rodriguez, Judith Spektor, Masha Zager**

Market Manager: Beth Troxell

Contact: Contact@SaugertiesFarmersMarket.com

MARKET SEASON (23 weeks) -- PLEASE CIRCLE DATES YOU PLAN TO ATTEND:

ENTIRE SEASON (May 23-Oct 31)	May 23	May 30	June 6	June 13		
June 20	June 27	July 4	July 11	July 18	July 25	Aug 1
Aug 8	Aug 15	Aug 22	Aug 29	Sept 5	Sept 12	Sept 19
Oct 3	Oct 10	Oct 17	Oct 24	Oct 31		

CLOSED GARLIC FESTIVAL DAY, Sept 26. (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. **WEIGHTS @ 30LBS MINIMUM/PER LEG ARE REQUIRED.** The Market Manager will inspect all vendor locations before the market opens to ensure that appropriate weights are securely attached to all tents. Non-compliant vendors will be required to make corrections; the Market Manager will enforce the rules. 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.

Further Information:

General Contact: 845-681-1160, contact@SaugertiesFarmersMarket.com

Beth Troxell, Market Manager: 717-731-9616, beth.r.troxell@gmail.com

Judith Spektor, Saugerties Farmers Market Committee: 917-741-5524, judithspektor@aol.com

Website: <http://SaugertiesFarmersMarket.com>

Facebook: <https://www.facebook.com/SaugertiesFarmersMarket>

Instagram: <https://www.instagram.com/saugertiesfarmersmarket>

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 2020

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.

FURTHER INFORMATION

See our website: www.SaugertiesFarmersMarket.com or Contact@SaugertiesFarmersMarket.com

**PLEASE RETURN THIS APPLICATION [Pages 1-5 + Waiver of Liability + Check] BY 2/28/20
TO: Saugerties Farmers Market, P. O. Box 164, Saugerties, NY 12477**

SAUGERTIES FARMERS MARKET APPLICATION 2020
PRODUCTS NEEDED LIST 2020

Dairy

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

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

Fruit

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

Alcohol

- Wine
- Hard cider
- Mead
- Ale
- Beer

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

Services

- Composting
- Knife Sharpening

SAUGERTIES FARMERS MARKET FOOD VENDOR GUIDELINES 2020

www.saugertiesfarmersmarket.com, 845-681-1160

Beth Troxell, Market Manager, 717-731-9616, beth.r.troxell@gmail.com

Judith Spektor, Saugerties Farmers Market Committee, 917-741-5524, judithspektor@aol.com

The Saugerties Farmers Market Committee has developed the following Guidelines after consultation with participating farmers/producers. The Committee, through our 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 26) RAIN OR SHINE.

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/per outlet (or \$5/Daily Rate/per outlet), please advise us so that we may take this into account in determining your space in the layout.

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.

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 four 30-POUND WEIGHTS-one for each corner of your tent. When it is windy, keep all signs and products from flying off your table.**

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.

PARKING: Bring your vehicle on site to offload. **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.**

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. 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/DOUBLE SNAP, WIC, FMNP, FRESH CONNECT, MARKET BUCKS:

SNAP (formerly EBT/food stamps; for low income families), Double SNAP (the Saugerties Farmers Market will double the value of SNAP for customers) and WIC (for low income women with infant children). SNAP and WIC 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, gift certificates, etc.). These will be reimbursed by the Market Manager when amounts exceed \$20.

PACKAGING/BAGS: Do **NOT** use Styrofoam packaging. There are environmentally friendly alternatives (paper, recycled materials) for all products (hot, cold, wet or dry). The market sells totes with the market logo at \$5/bag (less than cost) to promote the market and reuse of bags.

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 Saugerties Farmers Market has liability insurance coverage provided by the Alliance of Nonprofits for Insurance. In addition, we require all market participants to have their own liability insurance 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 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:

General Contact: 845-681-1160, contact@SaugertiesFarmersMarket.com

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Instagram: <https://www.instagram.com/saugertiesfarmersmarket>

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

This is the market location. It is NOT the mailing address for the Saugerties Farmers Market. Send mail to P.O. Box 164, Saugerties, NY 12477.



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.

**SAUGERTIES FARMERS MARKET
FOOD VENDORS WAIVER OF LIABILITY AND PROOF OF INSURANCE**

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 Partnership, 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 in the Cahill School parking lot at 115 Main Street 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 Saugerties Farmers Market. I agree to provide the Saugerties Farmers Market with a **Certificate of Liability Insurance evidencing a policy of no less than**

EACH OCCURRENCE	\$1,000,000
DAMAGE TO RENTED PREMISES (each occurrence)	\$100,000
MED EXP (any one person)	\$5,000
PERSONAL & ADV INJURY	\$1,000,000
GENERAL AGGREGATE	\$2,000,000
PRODUCTS - COMP/OP AGG	\$2,000,000

And 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 Partnership, Inc. ♦ c/o Gus Pedersen ♦ 3042 Route 32 ♦ Saugerties, NY 12477
- Saugerties Farmers Market ♦ P.O. Box 164 ♦ 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 • P.O. Box 164 • Saugerties, NY 12477
or email: *contact@SaugertiesFarmersMarket.com*

PLEASE COMPLETE AND RETURN THIS PAGE