HOW TO COMPLETE AND RETURN THE APPLICATION

Print the pages you need to complete, fill them in, and then either mail those pages to us at P.O. Box 164, Saugerties, NY 12477, or scan them and email them to John Bassler, the market treasurer, at jbassler43@gmail.com. If you mail your application to the P.O. box, please include a check for your fees. If you send your completed application electronically, please mail your payment to the P.O box.

If you have any questions about the application or our plans for 2024, call John at (214) 212-6321.

Thanks very much for your interest in the Saugerties Farmers Market.



SAUGERTIES FARMERS MARKET

P.O. Box 164, Saugerties, NY 12477

SaugertiesFarmersMarket.com, Contact@SaugertiesFarmersMarket.com, 845-419-1555

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.

Thank you for your interest in becoming a <u>food</u> vendor in the Saugerties Farmers Market for the 2024 season, our 23rd. The market will run from Saturday, May 25 (Memorial Day weekend), through October 26 (Halloween), except Garlic Festival weekend (September 28).

Like last year, we are planning special events, Kids Art Corner, and live music this season. We will set up café tables and chairs in the market as well as under the trees, and of course encourage shoppers to picnic on the Cow Flop meadow next to the market.

We will promote the market with FRESH!, the market e-newsletter; our web site; social media (Facebook, Instagram); press releases to local media; carefully selected advertising; direction signs; and community calendars. We will produce eye-catching post cards and posters to distribute around town and the larger community. We would like your input and your help with cross-promotion via your web site, email list, blog, and social media.

Your fees will be used to support the management of the market as well as site costs and publicity. We continue to meet consumer demand by bringing a wide range of local foods and non-food items to 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 by February 28. Read the Application and Guidelines carefully, as there are always updates. Please be sure to read the new page on "Weights and Tie-Down Requirements" to keep yourself and others safe. Completely fill out and sign the attached application and insurance waiver, return it with your payment to the above address, and have your insurance agent send us your ACORD insurance certificate. (No need to return pages on which you have not written.)

Remember, you are the heart of the market. Your products, experience, and enthusiasm will ensure the market's success. Please feel free to offer any ideas you may have for improvements.

Saugerties Farmers Market Committee

John Bassler, Sina Clark, Danielle DeCicco, Kevin Dumont, Bob Fade, Joe Hernandez Tony Hitchcock, Isabel Soffer, Judith Spektor, Mark Stern, Masha Zager Market Managers: Carmen Dumont and Maggie Dumont

SAUGERTIES FARMERS MARKET FOOD VENDOR APPLICATION <u>2024</u>

Name	Business Name	
Mailing address		
Business telephone	Mobile telephone_	
Email	Web site	
Facebook	Instagram	
Communication will be by email.		
# Acres in cultivationCerti	fication (Organic/Naturally Grown/other	& date)
	ng up for the full season, which guaran all dates you intend to attend. Applicati	
Please choose one of 2 alterna	tive forms of participation below:	
1. PREPAID FULL SEASON (22 o	lates) # ot	f Spaces Fee
Non-Vehicle Space (10' x 10') = \$35 [Full Season prepayment savi Vehicle Space (10' x 30') = \$500		
A very limited number of assigned	seasonal vehicle spaces adjoining the vegerties Farmers Market Committee. The nearby street parking.	
Electrical Service (110-volt maximum Bring your own extension cords	·	outlets fee
2. PREPAID DAILY FEE	W C W	
Non-Vehicle Space ONLY (10'x10')	-	f dates = Total Fee
Add \$5/day for electricity use <u>per ou</u>	<u></u>	
TOTAL PAYMENT ENCLOSED		

Payable to Saugerties Farmers Market, P. O. Box 164, Saugerties, NY 12477

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

ENTIRE S	EASON (May	25-Oct 26)	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, September 28. (For information about the Festival, see hvgf.org)

Attendance: There are no refunds for dates you reserve but 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 & Equipment: You must provide your own tent(s), table(s), chair(s), scale (if needed), and signage. Every vendor must take responsibility to set up and break down their own space. When it is windy, keep all signs and products from flying off your table.

Safety & Weights: Please be aware that the market site has occasional unpredictable strong winds that can cause an unsecured tent to lift off the ground and cause possible serious injury to vendors or customers. You must bring four 30-POUND WEIGHTS — one for each corner of your tent - to use each market day no matter the weather. Vendors who arrive at the market with inadequate weights will not be allowed to set up a tent until adequate weights are attached. (See separate page below for details.)

Licenses: Please attach any applicable state and/or local licenses required for your business. Prepared-food vendors and those selling taxable items must provide a copy of their **NY State Sales Tax Authority certificate** IN ADDITION TO ANY FOOD-PREPARATION LICENSES REQUIRED.

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.

Pre-Ordering: We encourage you to provide a platform for pre-ordering and pre-payment for pickup at the market to serve customers. If you have this capability, please provide the information: online store URL, phone number for calling or texting, and email address. Add any time limitation you may require. We are happy to promote this capability of yours for all our customers.

FARMER/VENDOR INFORMATION:

Who will sell at market? Name(s)	Relationship		
Owner's cell phone	Owner's email		
Rep's cell phone	Rep's email		
Pre-Ordering: Online store (URL)	<u>Email</u>		
Phone to call	Phone to text		
Owner's signature			
Printed Name	Date		

For prepared products and baked goods, see page 4.

GROWN, RAISED, PRODUCED BY YOU (*Identify if certified organic with an "O" or Certified Naturally Grown with "CNG"*)

Please itemize each	product on a separate line. Use add	itional pages if necessary.
PRODUCT		DATES AVAILABLE
I would like approva directly from a grow	el to bring into market the following er at the market. See page 6 for pro	items from local farmers that are NOT available oducts currently NOT in the market.
with "CNG")		ertified organic with an "O" or Certified Naturally Grow
Please itemize each	product on a separate line.	
PRODUCT	DATES AVAILABLE	NAME, ADDRESS, PHONE OF PRODUCER

PREPARED FOODS, JARRE	D & BAKED GOODS	
In order to expand the variety of products a	at the Saugerties Farmers Mark	et, we are inviting producers of prepared foods
and baked goods made with local fruits, ve list the sources of ingredients.	getables, dairy, and other local	farm ingredients to submit applications. Please
		,
Fill in below per Farm Source.		
Products	Major Ingredients	Source: Farmer/Producer by Name & Town
	L	

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 you	r participation in the Sau	gerties Farmers Mar	rket weekly to your promotion	and add
a link to the Saugerties Farm	ners Market. The Saugerti	ies Farmers Market	will post a link to your sites.	

PROMOTION

If you have seasonal product arrivals, new products, or specials/sales that you want the market to promote, please send information and photos to Masha Zager (mashazager@yahoo.com) by the Wednesday before the market for inclusion in *FRESH!*, our weekly e-newsletter, or to post on the market's Facebook page Wednesday through Friday.

Contact Lois Brayton (<u>mailto:loisannbrayton@gmail.com</u>) for changes to your information on the SFM web site. 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. Please discuss with the Market Manager any issues that need to be addressed and share any factors that are contributing to your individual success or the success of the market as a whole.

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 list on page 6 of local products that are needed in the market.

FURTHER INFORMATION:

General contact: 845-419-1555, contact@SaugertiesFarmersMarket.com

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

Web site: http://SaugertiesFarmersMarket.com

Facebook: https://www.facebook.com/SaugertiesFarmersMarket
Instagram: https://www.instagram.com/saugertiesfarmersmarket

PLEASE RETURN THIS APPLICATION BY FEBRUARY 28

[Pages 1-5 (signed on p2) + Waiver of Liability (signed) + Payment]

TO: Saugerties Farmers Market PO Box 164 Saugerties, NY 12477

PRODUCTS NEEDED 2024

Dairy

- $\circ \quad Milk$
- o Yogurt
- Yogurt drinks
- o Ice cream
- o Sorbet
- o Sherbet
- o Butter

Prepared foods using primarily local seasonal fruit, vegetables, or herbs for take-home

- Pasta sauces
- o Fresh pasta
- o Salsa
- Coleslaw
- Salad dressings
- Vinegars
- o Dried fruits, dried vegetables, dried herbs

Vegetables

- o Corn
- Asparagus

Fruit

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

Alcohol

- Mead
- o Ale
- o Beer

Grains & Beans

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

Fish & Seafood—anything & everything local

Meat & Poultry

- o Chicken
- o Pork
- o Lamb
- o Rabbit
- o Goose
- o Turkey

Nuts

- o Chestnuts
- Hazelnuts
- o Pecans
- Walnuts

Dog Treats

Baked Goods

- o Flat Breads
- Pretzels

Services

Composting

SAUGERTIES FARMERS MARKET FOOD VENDOR GUIDELINES 2024

The Saugerties Farmers Market Committee has developed the following Guidelines after consultation with participating farmers/producers. The Committee, through our Market Managers, 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 a 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, and -produced products; locally produced products; available space; need for a specific product; number 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 the dates that you will attend on p. 2 of the Application, so a space will be available for you. If you find that you will not be able to attend on a market date that you have reserved, you must advise the Market Manager no later than 10 a.m. on the Friday preceding the market date in question. This is necessary to allow the Market Manager to adjust the market layout for your absence.

The first instance of failure to notify the Market Manager 24 hours in advance of an absence will result in a warning letter. The Market Committee will take into consideration the issues that caused this failure to notify and will work with the vendor to help prevent a recurrence. The second time a vendor fails to notify the Market Manager, a fine of \$50 will be imposed that must be paid in advance of your next market date. The third time a vendor fails to notify the Market Manager, the vendor may be asked to leave the market.

The market is open RAIN OR SHINE every Saturday in 2024 from May 25 through October 26 (except Garlic Festival Saturday, September 28).

TENTS & TABLES/CHAIRS: Vendors must provide their own 10' x 10' tent, table(s), and chair(s) for each space that you will occupy. You will need protection from sun and rain, as there is little shade at our market site. Every vendor must take responsibility to set up and break down their own space.

SIGNS, SCALES, ELECTRICITY & WATER: You must provide your own signage and scale (if needed). **An attractive sign identifying your farm and location is required. Price signs must be posted for each item.** When it is windy, keep all signs and products from flying off your table.

You may sell by the pound or by the piece or standard container size (pint, quart, peck, bushel). If you sell by the pound, you must have a scale. It is our experience that selling by weight, rather than by container, brings 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 is a one-time seasonal charge of \$100 per outlet/season (or \$5/daily rate per outlet), please advise us so that we may take this into account in determining your location in the layout. You must provide your own extension cords capable of reaching the limited number of outlets at the market.

Bring your own water, if needed, as there is no access to water on-site.

SAFETY & WEIGHTS: Please be aware that the market site has occasional unpredictable strong winds that can cause an unsecured tent to lift off the ground and cause possible serious injury to vendors or customers. You must bring four 30-POUND WEIGHTS – one for each corner of your tent - to use each market day no matter the weather. Vendors who arrive at the market with inadequate weights will not be allowed to set up a tent until adequate weights are attached. (See separate page below for details.)

SETUP & BREAKDOWN: Please arrive at the market no later than <u>9 am</u>. It is important that you be ready to start to sell from the 10am market opening and stay until 2pm.

PARKING: You may bring your vehicle on-site to off-load. We will direct you to off-site parking, leaving nearby street parking for customers. Do NOT drive or park on the Cow Flop (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. Park as far away as possible. We suggest using the St Mary of the Snow parking lot on Cedar Street, two blocks away; Lafayette Street, a similar walk away across the Cow Flop to the north of the market; or Bennett Avenue a block away to the east.

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

HEALTH DEPARTMENT: Permits (copies 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 inspected by the Ulster County Health Department.

GROW-YOUR-OWN: The Saugerties Farmers Market welcomes farmers who sell fruits, vegetables, 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 items during the season that are not on your Crop Plan, you must submit a request in writing and obtain written approval from the Market Manager before bringing the item 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 those products such as jams, jellies, preserves, relishes, sauces, pickles, fruit breads, 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, certified naturally grown, pasture-raised, conventional, IPM, hormone/antibiotic free, GMO-free, etc.).

CREDIT/DEBIT CARDS & MARKET BUCKS: The ability to accept credit/debit cards will increase your sales. If you have questions about how to accept card payments, call Kevin Dumont at 415-606-5059; he can advise vendors on accepting credit or debit cards. The market uses the Square POS system, which enables customers who do not carry cash to purchase Market Bucks to use with vendors who do not accept cards. See next paragraph for more information.

MARKET BUCKS, SNAP & DOUBLE UP FOOD BUCKS

Market Bucks are Saugerties Farmers Market scrip that can be used in lieu of cash at all vendors. They are printed on beige (kraft) paper and are worth \$5 each. Shoppers obtain them in two ways:

- They may be awarded upon completion of Loyalty Cards
- Shoppers purchase them with credit or debit cards, using the Square POS system

The market treasurer will redeem Market Bucks turned in by vendors via check, either at the following market or by mail.

SNAP (Supplemental Nutrition Assistance Program; formerly "food stamps"; also known as Electronic Benefits Transfer [EBT]) is a program of the U.S. Department of Agriculture that provides funds to low-income families and individuals for the purchase of food products in groceries and farmers' markets. In farmers' markets, a market official debits the SNAP shopper's USDA account electronically for whatever amount the shopper desires (up to the balance in the

account) and gives the shopper \$1 wooden tokens in that amount that the shopper uses to make purchases. Vendors redeem these tokens for checks from the market.

EBT token eligible items include fruits, vegetables, meats, eggs and poultry, dairy products, baked goods, jams and jellies, honey and maple products, apple cider, grape juice, and other processed foods for human consumption, as well as plants or seeds used to grow food for human consumption, such as vegetable bedding plants and potted herbs.

EBT token ineligible items include wine, liquor, ornamental plants, cut flowers, Christmas trees, wool products, other non-food items, and prepared foods (hot or cold) for immediate consumption, such as coffee, sandwiches, wraps, or hot apple cider.

Double Up Food Bucks is a state-funded program that matches a SNAP shopper's in-market purchases dollar for dollar up to \$20 per day. How it works: when a SNAP shopper "buys" wooden tokens to spend in the market, the market manager or other volunteer gives him or her metal coins that can be spent for the same kinds of products as wooden EBT tokens. Vendors are reimbursed for DUFB coins just as for EBT tokens.

FMNP & SENIORS FMNP (Farmers Market Nutrition Program): New York State provides coupons to women, infants, and children through the WIC program and to seniors through the Commodity Supplemental Food Program (CSFP) for the purchase of locally grown fresh fruits and vegetables at farmers markets. The program runs from June-November 30.

Food vendors may choose at their discretion whether or not to participate in FMNP. If you do, it is up to you to redeem the coupons from the state. The market manager can provide you with more information.

BAGS & BOXES: The Saugerties Farmers Market strongly urges you to use paper bags, not plastic bags. There are environmentally friendly alternatives (paper, recycled materials) for all products (hot, cold, wet, or dry). The market sells tote bags for \$10/bag to promote the market and the reuse of bags.

FOAM CONTAINER & PACKAGING BAN: New York State no longer permits the use of any Expanded Polystyrene ("Styrofoam") packaging for any prepared or other food service. This important policy helps protect the environment and supports the use of sustainable materials. Please be sure that you do not use any banned packaging at the market. Free Foam Ban: https://www.dec.ny.gov/chemical/120762.html

ALCOHOL & SMOKING: Smoking and alcohol consumption by vendors are not permitted at the market.

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

POLITICS & RELIGION: The Saugerties Farmers Market does not permit political or religious activity in the market. We do invite elected officials and their staff to join us. However, when they or any supporters are in the market we do not allow campaigning for election, including wearing buttons, displaying banners, and handing out literature in the market except

during non-election season when providing constituent services at the market.

The market does not allow religious organizations to set up in the market to proselytize or otherwise encourage people to join or participate in any religious or faith based organization.

INSURANCE: The Saugerties Farmers Market has liability insurance coverage through the Alliance of Nonprofits for Insurance. We require all market participants to have their own liability insurance coverage. **Please have your insurance agent send the market an ACORD Certificate of Liability Insurance following the specific language on the Waiver of Liability form** at the end of these application materials.

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

INFORMATION:

General Contact: 845-419-1555, email: contact@SaugertiesFarmersMarket.com

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

Website: https://SaugertiesFarmersMarket.com

Facebook: https://www.facebook.com/SaugertiesFarmersMarket Instagram: https://www.instagram.com/saugertiesfarmersmarket

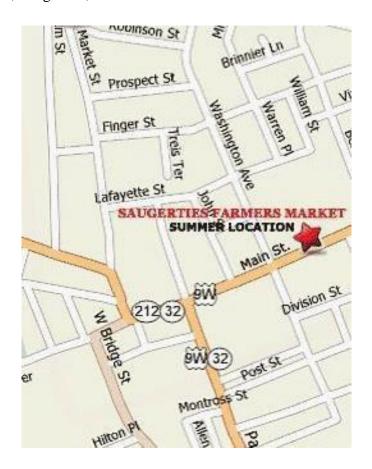
Saugerties Farmers Market 2024 season

Weights and Tie-Down Requirements

- 1. Market safety is a top priority of the Saugerties Farmers Market, and good practices must be followed. Tent weights are required each market day **no matter the weather**.
- 2. Weights must be appropriately attached immediately upon erecting any tent structure and must remain secured until the tent is brought down. Vendors who are not in compliance with these requirements will not be permitted to set up in the market.
- 3. Weights should be secured to the canopy frame at the upper corners or from the center cross bar. Weights sitting on tent feet are not sufficient. Tent feet wear out and break, and weights can slide off them if a strong gust moves the tent. Sandbags wrapping tent legs are not sufficient the bags must be secured to the upper canopy of the tent. No stretched bungees should be used to attach weights (elastic wears out and snapping bungees are extremely dangerous). Ratchet straps, camel buckle straps, strong ropes/cords, cables, or chains are good options. All equipment used to attach weights must be in good condition (no fraying). No weights should be suspended and swinging.
- 4. Weights must be attached securely and should not pose a threat of tripping. Vendors must use a minimum of **30 lbs**. per tent leg. A 30-lb. weight should be attached to the canopy frame at the top of each leg with a non-elastic strap, rope, cable, or chain. If a vendor is occupying two spaces and wishes to have their tents abut each other, 60 lbs. of weight must be attached to each pair of abutting legs.
- 5. If a vehicle is used to secure one side of the tent, this can only account for half of the necessary weight, meaning that for a 10 x 10 ft tent, you need 60 lbs. on the front of the tent (30 lb. on each leg). Market staff will verify the security of vehicle attachments.
- 6. In extreme circumstances, no amount of weight will be sufficient, and tents will need to be brought down. Managers will make this determination. In extremely windy conditions, vendors or vendor representatives working alone should ask for assistance to set up or take down a tent.

DIRECTIONS TO THE SAUGERTIES FARMERS MARKET 115 MAIN STREET, SAUGERTIES

This is the market <u>location</u>. 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.

<u>From the South:</u> 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

FOOD VENDOR WAIVER OF LIABILITY SAUGERTIES FARMERS MARKET 2024

Please have your insurance agent mail your ACORD insurance certificate with Specifically Designated Additional Insured Entities to:

Saugerties Farmers Market PO Box 164 Saugerties, NY 12477

or as an email attachment to contact@SaugertiesFarmersMarket.com

PLEASE RETURN THIS PAGE