

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 non-food 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 March 15. 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

NON-FOOD VENDOR APPLICATION 2024

Name _____ Business name _____

Mailing address _____

Business telephone _____ Mobile telephone _____

Email _____ Web site _____

Facebook _____ Instagram _____

Communication will be by email.

FEES:

Take advantage of savings by signing up for the full season, which guarantees you a location in the market each week. Pre-payments must cover all dates you intend to attend. Applications with fee payment are due by March 15.

Please choose one of 2 alternate forms of participation:

1. PREPAID FULL SEASON (22 dates)

of spaces Fee

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

[Full Season prepayment savings = \$200]

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

Bring your own extension cords

of outlets fee

2. DAILY FEE

of spaces × # of dates = Fee

Non-Vehicle Space (10'x10') = \$25/day

Add \$5/day for electricity use per outlet

TOTAL PAYMENT ENCLOSED

Make check payable to Saugerties Farmers Market

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

2024 MARKET SEASON (22 weeks) -- PLEASE CIRCLE DATES YOU PLAN TO ATTEND:**ENTIRE SEASON (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, go to hygf.org)

Attendance: There are no refunds for dates you reserve but do not attend. The market is open **RAIN OR SHINE**. Personal attendance by vendors is preferred, but employees or other designated representatives who are familiar with the 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: Attach any applicable state and/or local licenses required for your business. Vendors selling taxable items must provide a copy of their **NY State Sales Tax Authority certificate**.

Products: Only those items that are 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.

VENDOR INFORMATION:

Who will sell at market? _____ Relationship _____

Owner's cell phone _____ Owner's email _____

Rep's cell phone _____ Rep's email _____

Pre-Ordering:

Online store (URL) _____

Email_____

Phone to call_____ Phone to text_____

Owner’s signature _____ Date _____

Printed name _____

List your locally handmade products and sources:

Who makes these products?_

Where are they made?

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 5pm on the Sunday before you plan to bring these products in order to make press release deadlines. For a tighter turnaround contact Masha 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 (loisannbrayton@gmail.com) for changes to the 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.

FURTHER INFORMATION:

General contact: contact@SaugertiesFarmersMarket.com; (845) 419-1555

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

Web site: <https://SaugertiesFarmersMarket.com>

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

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

PLEASE RETURN THIS APPLICATION BY FEBRUARY 28, 2024

[Pages 1-4 (signed on p. 2) + Waiver of Liability (signed) + Payment]

**TO:
Saugerties Farmers Market
P.O. Box 164
Saugerties, NY 12477**

OR scan to PDF and email to contact@saugertiesfarmersmarket.com

SAUGERTIES FARMERS MARKET

NON-FOOD VENDOR GUIDELINES 2024

www.saugertiesfarmersmarket.com ⓘ contact@saugertiesfarmersmarket.com

The Saugerties Farmers Market Committee has developed the following Guidelines after consultation with participating farmers/vendors. The Committee, through our Market Manager, will be happy to hear from you during the year in order to keep you and customers happy, and to promote the long-term goals of supporting local agriculture and improving the quality of food available in our area, augmented by selected non-food items.

The Saugerties Farmers Market Committee makes an effort to balance the needs of the market (supplying customers with a diversity of items and prices) with the needs of vendors without overloading the market with particular products.

In order to increase the variety of products sold in the market, if you are unable to attend the market in person, you may hire an employee to do so or, if approved by the Committee, allow another vendor to sell your products.

ATTENDANCE: Circle the dates that you will attend on p. 2 of the NON-FOOD vendor application form, so a space will be available for you on those dates. *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 2023 from May 27 through October 28 (except Garlic Festival Saturday, September 30).

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, ELECTRICITY & WATER: An attractive sign naming your business 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.

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 9 am. 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, trash bags, and broom. Take away your own and your customers' trash and leave your space completely clean.

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, Saugerties Farmers Market Committee member, 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: These are SFM 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 from the Market Manager with credit or debit cards, using our 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. The USDA limits the use of SNAP tokens to certain types of products. These do NOT include non-food products. Do NOT accept them if a shopper attempts to use them to buy from you.

SNAP/EBT token ineligible items include wine, liquor, ornamental plants, cut flowers, Christmas trees, wool products, and all other non-food items

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. DO NOT accept these tokens either!

FMNP & Seniors FMNP (Farmers Market Nutrition Program):

The FMNP program provides eligible food shoppers with coupons that may be used to purchase fresh FRUITS AND VEGETABLES ONLY. (This program is separate from SNAP or Double Up.) As is clear from the program title, these coupons are NOT usable for non-food items. **Do NOT accept them.**

BAGS & BOXES: The Saugerties Farmers Market strongly urges you to use paper bags, not plastic bags, if your customers request bags for their purchases at your booth. There are environmentally friendly alternatives (paper, recycled materials) for all products (hot, cold, wet, or dry). The market sells tote bags with the market logo 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. This important policy helps protect the environment and supports the use of sustainable materials. Please be sure you do not use any banned packaging at the market. Details on the new regulations regarding the Foam Ban may be found at <https://www.dec.ny.gov/chemical/120762.html>.

ALCOHOL & SMOKING: Smoking and alcohol consumption by vendors or shoppers are both prohibited in 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 whenever they are interested and available. However, we do not allow campaigning for elections, including wearing buttons, displaying banners, or handing out literature in the market.

The market also 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 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 an ACORD Certificate of Liability Insurance following the specific language on the separate Waiver of Liability form.**

PROMOTION: 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 use word of mouth to let your customers know of your participation in the Saugerties Farmers Market.

CONTACT INFORMATION:

General Contact: contact@SaugertiesFarmersMarket.com; (845) 419-1555

Judith Spektor, 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 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.

NON-FOOD VENDOR WAIVER OF LIABILITY

SAUGERTIES FARMERS MARKET 2024

I, _____ (print name) representing

_____(print business name) do hereby agree to indemnify and hold harmless 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 at the Cahill School parking lot at 115 Main Street, 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 liability insurance 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 coverage 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 Insureds all of the following:**

Saugerties Central School District • Call Box A • Saugerties, NY 12477

Saugerties Hudson River Partnership, Inc. • P.O. Box 164 • 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 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**

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