



Market Vendor Guidelines 2017

New London and Groton Field of Greens Farmers' Markets

July through October, 2017
Williams Park, New London, CT
Washington Park, Groton, CT

Mission Statement:

The mission of the New London Field of Greens farmer's market is to provide venues in neighborhoods in New London for local farmers and artisans to sell their produce and products directly to the diverse and integrated community in southeastern Connecticut. Our aim is to make accessible affordable, healthy locally produced food to locations throughout New London and the City of Groton.

2017 Market Guidelines:

Field of Greens Farmers Markets (FOG) are primarily agricultural markets, but also provide a variety of local baked goods, seafood/fish, meats, poultry/eggs, jams and canned good, breads, art work, soaps and oils, honey, maple syrup, etc. Grown products sold at the market must be grown in Connecticut. Foods and food products must be identified as organic, or not, and include place of origin. All meats, poultry and seafood will come from local sources.

The following are vendor categories:

An agricultural or farmer vendor is defined as: a vendor who sells food, fiber, plants, or flowers, and associated agricultural products that were grown in Connecticut by the vendor or the vendor's employees with farming as the dominant way of life. According to the State of CT, farm products aggregated by farm vendors (not of their own origin) must be marked as such.

A specialty food vendor is defined as: a vendor who sells ready to eat Food or Drink prepared by the vendor in CT in a licensed home or community kitchen. Food vendors are encouraged to source ingredients from fellow vendors and/or local Connecticut farms and businesses.

An artisan vendor is defined as: A vendor who sells items that do not qualify as agricultural specialty food, yet are hand-crafted in Connecticut by the vendor in their home or shop.

All new vendors will be subject to approval prior to selling at the market. Eligibility to join the market will be determined by the Market Manager in consultation with the FOG Steering Committee. The Market Manager reviews new member applications to avoid excessive representation of similar vendors and is based on space availability. The FOG Farmers' Market strives to achieve a high percentage of agricultural vendors.

The Market Manager, in consultation with the NLFOG Steering Committee, decides the allocation of space to vendors. Spaces are assigned based on seniority and cumulative attendance from the previous market seasons. There is also a consideration of the vendor's general market appeal.

Vendor Expectations and Responsibilities:

- **Connecticut Grown is defined as:** All produce sold at the market must be grown in Connecticut. Vendors shall comply with all rules and regulations of the Connecticut Department of Agriculture.
- NLFOG is a "Producer Only" market at which farmers sell what they grow and other vendors sell what they themselves have produced. At least one person who is directly involved with production must attend every market. This could be either the owner, employee or a volunteer designated specific by vendor.

- Produce vendors must use certified legal-for-trade scales if selling by the pound. The State of Connecticut Dept. of Weights and Measures will inspect scales at random.
- Each vendor is required to carry their own liability insurance. The market insurance does not cover individual vendors.
- WIC Certification is required for those who are eligible (fruit and vegetable only).
- Acceptance of SNAP/EBT benefits is required of all eligible vendors (if you are unsure of SNAP rules, please ask us).
- Vendors are expected to be set up and ready for business by start of market and stay until market scheduled closing unless completely sold out or if prior arrangements with the Market Manager.

2017 Market Locations and Start/End Times

Market Location	Day	Start	End	From-To Dates
Washington Park	Tuesdays	3:00pm	6:00pm	July 11 – October 31, 2017
Williams Park (corner of Broad St. and Williams)	Fridays	3:00pm	6:00pm	July 7 – Oct. 27, 2017

Before May 1, 2017: Vendor fee is \$100 for each 10' X 10' space/market.

After May 1, 2017: Vendor fees are \$150 per 10'X 10' space/market for the season; or \$15 per 10' X 10' space for each day as a guest. The guesting fee is credited to the \$150 if the vendor decides to stay for the season.

- A vendor who has paid for the season at one market but is “rained-out” can make up at another market provided this transfer has been approved by the market manager.
- After each market day, vendor spaces must be cleared of debris. All vendors are expected to maintain a clean, presentable space for the duration of the event. Vendors are responsible for leaving their space in the same condition as when they first arrived. Vendor-generated trash must be disposed of appropriately.
- It is expected that each vendor will complete a sales report (RE Market Results) by the end of each market. This is very important information that can help the market adjust to purchasing trends to help improve market sales and seasonal adjustments.
- Vendor members with reserved spaces **MUST** notify the Market Manager by **6 PM 24 hours in advance of the market** if they are not attending the market. More advance notice is preferable. If a seasonal vendor with an assigned space does not arrive by 15 minutes before the start on the day of the event, they could lose their space for the day and be re-assigned to another location.

Vendors are responsible for providing:

- A 10'x10' tent or canopy and weights/stakes to secure tent to the ground, tables, tablecloths, chairs, trash receptacles for your space
- Professional-looking signs clearly and legibly lists the name of their business.
- Labels that clearly state prices
- Legal trade scales and bags
- Administrative supplies, and adequate change

- Properly storing and maintaining freshness of products sold
- Safety in food preparation, and recyclable containers

Market space is on a first come, first come first served basis. No vendor will have any particular spot week-after-week, due to safety concerns and the allocation of park space.

All members are expected to participate in the market in the spirit of cooperation. Vendors are expected to be supportive of the entire market. Disparaging remarks made to customers or fellow vendors about the market, fellow vendors, or vendor products will not be tolerated. If a vendor has a concern about any of the above, it should be brought to the Market Manager.

Vendors may occasionally be asked to contribute produce or products towards promotional events, fundraisers, and giveaways for market customers or sponsors. For example, vendors may be asked to donate a basket of berries or a few potatoes for a special market cooking event. Please support the market by participating in these events.

Smoking and alcohol consumption by vendors is prohibited on market grounds.

To maintain the integrity of the markets, please note that violation of these guidelines may result in suspension or expulsion from the market.

Service/Education Vendors

A vendor may attend the market as a guest (at no cost) using one of the market tents (if available). This is the case when the “vendor” is providing a service, education, or demonstration with no direct sale(s)/transactions (includes setting up business appointments) during the course of the market day. If a vendor sells products or services, then the vendor provides pays the daily rate of \$15 per 10' X 10' allocated space.

Consignment Vendors (Only)

A vendor wishing to have the market sell their products provides the convenience of selling through the auspicious of the market. The same agreement must be completed by the vendor. There are two consignment agreements: 1) a check for season payment of \$50. There is a 10% sales fee per purchase which goes to the market. 2) the product is provided by the vendor at wholesale; and the market can retail based on market value. In this case, the wholesale reimbursement will only be paid on the products sold that season with the unsold returned to the vendor.

Questions should be addressed to info@newlondonfieldofgreens.org

Phone: 860-448-4882 ext. 302 or Cell 860-625-4896.

Remember to follow us on Facebook at: www.facebook.com/FieldofGreensFarmersMarket

Visit our website at <http://fog.newlondonfarmersmarket.com/>

2017 Field of Greens Market Application Instructions

Field of Greens Farmers' Markets are built on a strong foundation of trust and collaboration. We hope you apply with these ideals in mind!

Field of Greens Vendor Ideals:

- *Commitment to the markets' spirit of trust and collaboration*
- *Commitment to helping fulfill the mission of FoG—to engage the community in growing an equitable, local food system that promotes economic development, community development and sustainable agriculture*
- *Commitment to promoting CT agriculture and farm viability; for Food Producers, this means sourcing ingredients locally whenever possible*
- *Commitment to the Groton/New London Community—the stronger and closer the better*

To apply, please submit the following no later than May 1, 2017 (sooner to get the best rate).

- Completed Application Form
- Completed Exception Form, if applicable
- Product List
- Copy of Liability Insurance

Make checks payable to Field of Greens Farmers' Market

Fax, mail or email application documents to:

Field of Greens Farmers' Market
PO Box 1184
New London, CT 06320

Fax 860-439-0016

Email: info@newlondonfieldofgreens.org

(see application below)

2017 FIELD OF GREENS FARMERS' MARKET APPLICATION FORM

Contact Information:

Farm/Business and Contact Name Phone

Street Address, City, Zip

Website Email

Please provide a brief description of your business and tell us a little about the products you wish to sell at the market: _____

Please indicate which markets you are interested in and # of spaces you need:

- Washington Park, Groton City - Tuesdays 3:00pm – 6:00pm - Number of 10x10' Spaces: _____
- Williams Park, New London - Fridays 3:00pm – 6:00pm - Number of 10x10' Spaces: _____

If you are a **guest vendor**, please indicate the dates you are interested in: _____

If you are a farmer, do you plan to seek an exception to the Producer-Only rule? Yes _____ No _____
If so, please complete an exception form (below) and include with your application documents.

If you are a food producer, list all farms from which you are sourcing your ingredients:

Please check any of the following that describe your growing practices:

_____ Animal Welfare Approved _____ Certified Organic _____ Integrated Pest Management
_____ Certified Naturally Grown _____ CT NOFA Farmers Pledge
_____ Other: _____

Please answer the following questions:

1. Do you grow any heirloom varieties of fruits, vegetables or animals? Yes _____ No _____

If yes, please list: _____

2. Do you grow any genetically modified varieties of fruits, vegetables or animals?

If yes, please list: _____

Print Name: _____

Signature _____ Date: _____

STAFF USE ONLY - Application Accepted _____ Insurance Waiver Received _____ Amount paid \$ _____
(staff initials)

**** Exception Form ****

If you are seeking an Exception to the Producer-Only Rules, please fill out this form and include a copy with your application documents. We reserve the right to request a signed and dated invoice during the season indicating the procurement of produce from another Connecticut farm. It is possible to obtain an exception to bring in produce that is grown in Connecticut but not on your farm, so long as it meets the following requirements:

- No other producer at that market is bringing the product from their own farm,
- The product for which you seek an exception is clearly marked with signage indicating the name and location of the farm from which the product is sourced, and
- The product for which you seek an exception adds variety to the market.

Exception 1

Name of Product

Farm providing produce—Farm Name, Address, Contact Name, Phone Number

To which market(s) are you requesting to bring this product?

Exception 2

Name of Product

Farm providing produce—Farm Name, Address, Contact Name, Phone Number

To which market(s) are you requesting to bring this product?

Exception 3

Name of Product

Farm providing produce—Farm Name, Address, Contact Name, Phone Number

To which market(s) are you requesting to bring this product?

Please attach an additional sheet outlining the above information for any additional products for which you seek an exception.

**** Product List ****

Please indicate all products (√) that you would like to bring to the market that you yourself grow by crossing it off of the list. Please indicate all products for which you are seeking an exception by crossing it off and writing an E next to it. Field of Greens will indicate which items you are approved to bring to the market(s) by circling the items that you are approved for. We will return this form to you with the Vendor Agreement when you are asked to participate in the market(s).

P E C

Vegetables

Amaranth
Artichoke
Arugula
Asian Cucumbers
Asian Eggplant
Asian Greens
Asparagus
Bok Choi
Beans
Beets
Bell Peppers
Broccoli
Broccoli Rabe
Broom Corn
Brussels Sprouts
Bulbing Fennel
Bunching Onions
Burdock
Cabbage
Callaloo
Carrots
Cauliflower
Celeriac
Celery
Chard
Cherry Tomatoes
Chicory
Chiles
Chinese Cabbage
Collards
Corn
Cucumbers
Cumin
Daikon Radishes
Delicata Squash
Dry Shell Beans
Edamame
Eggplant
English Cucumber

Escarole
Fava Beans
Fiddleheads
Fingerling Potatoes
French Beans
Fresh Shell Beans
Frying Peppers
Garlic
Garlic Scapes
Ginger
Gourds
Green Beans
Green Onions
Greens
Habanero Peppers
Herbs
Heirloom Tomatoes
Horseradish
Hot House Tomatoes
Hot Peppers
Indian Corn
Italian Eggplant
Jerusalem Artichokes
Kale
Kohlrabi
Leaf Lettuce
Leeks
Lettuce
Lima Beans
Mache
Mesclun
Micro Greens
Mixed Baby Greens
Mixed Greens
Mushrooms
Mustard Greens
Napa Cabbage
Okra
Onions
Ornamental Corn
Parsnip
Pea Shoots

Peas
Peppers
Pickling Cucumbers
Pole Beans
Potatoes
Pumpkins
Radishes
Rhubarb
Rutabaga
Salad Greens
Savoy Cabbage
Scallions
Shallots
Shelling Peas
Snap Peas
Snow Peas
Sorrel
Spaghetti Squash
Spinach
Sprouts
Squash Blossoms
String Beans
Sweet Corn
Sweet Potatoes
Tomatillos
Tomatoes
Wax Beans
Wheat Grass
Winter Squash
Yellow Squash
Zucchini

Fruit

Apples
Apricots
Asian Pears
Black Currants
Black Raspberries
Blackberries
Blueberries
Cantaloupe

Charentais Melon
Cherries
Concord Grapes
Crabapples
Currants
Table Grapes
Peaches
Figs
Gooseberries
Grapefruit
Ground Cherries
Honeydew Melon
Jostaberries
Kiwis
Pears
Nectarines
Plums
Quinces
Summer Raspberries
Fall Raspberries
Strawberries
Watermelon
White Flesh Peaches
Yellow Flesh
Peaches
Wine Grapes

Dairy Products

Cow's Milk
Goat's Milk
Sheep's Milk
Cow's Yogurt
Goat Yogurt
Cream
Half and Half
Eggnog
Chocolate Milk
Other Flavored Milk
Duck Eggs
Chicken Eggs
Butter / Ghee
Buttermilk
Cow Cheese
Chevre
Emu Eggs
Heavy Cream
Light Cream

Specialty Food

Pickles
Pickled Vegetables
Apple Butter
Apple Cider
Apple Cider Donuts
Baked Goods
Beef Jerky
Black Currant Juice
Bread
Creamed
Dipping Sauce
Dressings
Granola
Honey
Other Honey
Products
Jam
Jelly
Maple Syrup
Other Maple Products
Pies
Popcorn
Preserves
Relish
Salsa
Sauerkraut
Seeds
Sorbet
Soup
Spices
Spreads
Tea
Tomato Sauce
Vinegar

Handicrafts/Authors

/Fiber

Wax Candles
Wool for Roving
Yarn
Knitted crafts
Felted crafts
Wreathes/garlands
Herb Soaps
Herbal Salve
Natural Bug Spray

Natural Face Products
Potpourris
Soap
Soy Candles
Wool Blankets
Books
Wood crafts
Birdhouses
Sewn Items

Nursery/Plants

Vegetable Seedlings
Herb Seedlings
Flower Seedlings
Bedding Flower
Plants
Potted Vegetable
Plants/Bushes
Potted Fruit
Plants/Bushes
Potted Herb Plants
Potted Flower
Plants/Bushes
Hanging Flowers
Flower Bouquets
Compost
Christmas Trees

Meat/Fish

Beef
Pork
Bison
Chevon
Turkeys
Chicken
Duck
Goose
Lamb
Rabbit
Shellfish
Veal

Other: _____

