



Millerton Farmer's Market
c/o North East Community Center
PO Box 35, Millerton NY 12546
(518) 789-4259
www.neccmillerton.org/farmers.htm



2011 Rules and Application

Mission: The Millerton Farmer's Market, sponsored by the North East Community Center, seeks to build a sustainable community and support and promote local agriculture. The market enables area residents and visitors to buy and eat fresh locally grown produce; creates a vital village gathering place; helps farmers find markets for their produce; and creates educational and training opportunities for young people.

Principles: The market will operate under the following principles:

- **Locally grown, locally made, farmer grown:** Priority is given to farmers within a 35 mile radius of Millerton. If items would add to the diversity of the market, farmers within a 90-mile radius may be allowed. **Vendors must grow what they bring** – they may not “carry” or resell produce purchased from others, except under the following specific circumstance: if they run out of a specific item, and a neighboring farm whose produce meets all other requirements can provide it, **the farmer may bring this item with advance permission from the market manager**, and the farmer must clearly label the item with the neighboring farm name and location.
- **“Organic” “clean-grown” “chemical-free:”** a goal of the Millerton Farmer's Market is to promote food (and growing practices) free from chemical fertilizers and pesticides. While it is not a requirement for participation, every vendor is expected to submit a statement explaining their growing practices, which the Market Manager will make available to any interested consumer. Farmers should answer any questions posed by consumers factually. Any farmer claiming to sell certified organic products (or similar) must display the appropriate certificates.
- **Diversity, freshness and quality:** Produce should be as fresh as possible and of the highest quality. Stalls should be clean, neat and attractively arranged. See attached page of tips and suggestions for effective displays.
- **Customer Service:** The market and its participants are honest, courteous and friendly, and do not discriminate for any reason.
- **Summer Youth Program:** A unique feature of the Millerton Farmer's Market is our teen job program, the Community Partnership with Schools and Business. A team of high school students will work for the summer under NECC supervision, with the primary goal of supporting the Market, learning about agriculture, assisting the farmers on the farm and on market days to assist you in setting up and breaking down your stand, serving customers, and if you wish, helping at your stand during the market.

Role of the Sponsor: the North East Community Center and its designated market manager are to:

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- Establish an operations plan, operating budget, and raise enough money to support the market.
- Recruit and communicate with farmers and participants to ensure all are familiar with the rules and have fair opportunity to participate.
- Establish and enforce rules, ensuring the market and all participants are in compliance with all state and local laws, and to ensure all concerned are adequately insured.
- Ensure the safe operation of the market.
- Establish and collect market fees.
- Determine and arrange the operational schedule, location, and special activities.
- Conduct an advertising and promotional program for the market including signage.
- Supervise and manage the teen education and work program
- Address food access issues by accepting EBT/Food Stamps and helping farmers enroll in Farmer's Market Nutrition Program to accept FMNP/WIC checks

Role of the Market Manager: in addition to adhering to and promoting the above principles, the manager is NECC's on-site designate who will:

- Ensure the orderly and efficient operation of the market, including making decisions about closing due to inclement weather
- Serve as liaison among customers, farmers and NECC to ensure good communication and the best possible service to all
- Assign market spaces to each vendor at the beginning of each market day
- Collect daily market fees at the beginning of each market day
- Operate EBT terminal for Food Stamp and Credit/Debit transactions
- Inform NECC of any problems or concerns that may arise from vendors or customers.

Role of Farmer/Grower/Participants: In addition to agreeing to the above principles, Vendors should:

- Be completely set up and ready to sell by the opening time of the market. All farm vehicles must be moved from Dutchess Avenue by 9am. Parking for farm vehicles is available in the lot behind the market on Century Boulevard.
- Remain present and open until the closing time of the market.

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- If at all possible, find opportunities at their stand and on their farm for teens in the summer job program to visit, assist, or participate.
- Accept EBT Food Stamps, Farmer's Market Nutrition Program/WIC checks if programs apply to vendor's products.

Operating Schedule: The Millerton Farmer's Market operates in the parking lot of the Millerton Methodist Church on Dutchess Avenue across from Herrington's. The official schedule is:

Saturdays, 9am-1pm, from May 28th to October 29th for a total of 23 weeks. Winter dates may be added later in the season.

Vendor participation: vendors may participate in the Millerton Farmer's Market at the invitation of the sponsor only. The Millerton Farmer's Market is privately operated and is under no obligation to extend participation privileges to any vendor. Vendor selection is limited by product category to insure a diverse mix of products.

Product Guidelines: The following products are permitted for sale at the Millerton Farmer's Market: locally grown or produced vegetables, fruit, grains, cheese, dairy products, meats, fish, eggs, jams and jellies, poultry and game, mushrooms, maple products, honey, herbs, plants and flowers.

Vendors wishing to sell wine, fruit juice, cider, jams and all other processed and prepared foods such as sauces will be considered only when those items are prepared using **predominantly locally grown ingredients.**

Hand crafted items including soaps and candles, lotions and salves, wool, fabric/fiber, woodcrafts and other items will be considered on a case-by-case basis and must contain locally grown or sourced materials.

Vendors may only bring and sell those items that have been approved on the application form. Application forms are attached to this application, available on our website (www.neccmillerton.org/farmers.htm) at NECC during weekdays (51 South Center Street, Millerton) and from the Market manager. They must be submitted annually; revisions are permitted during the season but pre-approval is required for any changes or new items.

All agricultural products displayed and presented for sale should be grown by the vendor on land owned or operated by the vendor. Produce offered for sale should be grown, harvested and cared for post-harvest so as to assure customers receive fresh, high-quality fruits and vegetables. Agricultural products should meet standards for quality, freshness size and grade.

Food Products: all prepared and processed food products displayed and presented for sale should be produced by the vendor from scratch in an approved local production facility and should contain predominantly ingredients that are either self-grown or purchased from local farmers. **Vendors are required to post signage detailing where the farm fresh ingredients are coming from including the farm name and location.** Non-local or commercial fresh, canned or frozen fruit or vegetable ingredients are prohibited. All products should be packaged and labeled in accordance with NY State regulations. We are

particularly interested in adding more prepared foods (value-added products), and are researching options for commercial kitchens and licensing rules to assist farmers and others who wish to prepare foods for the market. Please call us if you would like assistance with this.

Meat, Chicken and Fish Products: shall be slaughtered, processed and packaged in an approved facility.

Baked Goods: All baked goods displayed and presented for sale should be freshly baked and prepared from scratch by the vendor and should contain predominantly ingredients that are either self grown or purchased from local farmers. **Vendors are required to post signage detailing where the farm fresh ingredients are coming from including the farm name and location.** Commercially prepared mixes, crusts, shells or fillings are strictly prohibited. *An exception will be made for bread:* bread vendors may purchase ingredients non-locally only when those ingredients are not available for sale from a local farmer, but the bread must be freshly baked and made locally. Wrapped baked goods should be packaged and labeled in accordance with NY State regulations.

Flower products and plants must be produced by the vendor on land owned or operated by the vendor. Vendor should be registered, licensed or listed with Cooperative Extension and, if applicable, have appropriate nursery license on display.

Products must be priced clearly and must be of the highest quality. The Market Manager reserves the right to ask the vendor to withdraw from display any item that is inferior in quality.

Signage: All vendors are required to display an attractive sign with the name and location of the farm or business in a clearly visible location. All items must be labeled properly and priced clearly. Vendors are encouraged to have business cards or brochures available for customers.

Attendance: The Millerton Farmer's Market operates rain or shine. Vendors are expected to attend all dates for which they have committed unless the market has been officially cancelled due to extreme weather conditions. Vendors should contact the market manager by telephone to check on cancellation – or a group email will be sent by 7am. (The manager will establish a procedure at the start of the season.)

In the event that a vendor cannot attend a market day, the vendor should **call** the market manager as soon as possible and no later than 8am. Failure to attend or inform the manager of absence will be considered an unauthorized absence. After 3 unauthorized absences, the Millerton Farmer's Market manager has the right to terminate the vendor's participation.

Booth Size and fees: Booth size is based on a standard 10x10 ft pop-up canopy. Booth spaces should be assigned by the market manager. Every effort will be made to honor requests for a specific location as well as to establish a consistent location for vendors each week. Vendors should bring their own facilities (tent/tables/signage/shelving). All display tables should be covered with a cloth. All facilities should be in good working order, pose no safety hazard and allow ease of access for customers. Vendors should keep spaces clean and neat, and bring their own trash disposal container.

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If vendors choose to pay weekly at market, the fees are:

Single booth is: 10' wide x 18' deep: fee - \$10/week; \$230 total

Double booth is: 20' wide x 18' deep. \$15/week; \$345 total

Triple booth is: 30' wide x 18' deep. \$20/week; \$460 total

Vendors who pay in advance for the entire season may take a **25% discount** off the above fees. The full season rate, based on a 23 week season, is:

Single booth: \$172.50 (savings of \$57.50)

Double booth: \$258.75 (savings of \$86.25)

Triple booth: \$345.00 (savings of \$115.00)

There will be no refunds for non-attendance. Fees must be paid by the date of the market; repeated late or non-payment will result in vendor termination at the discretion of the market manager.

Wholesaling/Reselling: NECC's Teen Team will once again be running their own stand, and are happy to sell products for farmers who can't attend. If you are interested in this arrangement, please check off the appropriate box on the application form.

Farm Visits: A representative of NECC may make farm/business inspections with 24-hour notice to confirm that products brought to market conform to these rules. During inspection, the vendor should assist the market representative in thoroughly documenting the vendor's products as seen at the market and as indicated on the approved product agreement.

New York State laws: Vendors are individually responsible for conforming to all applicable local, state and federal laws and regulations including but not limited to:

- Vendors selling taxable items should display a valid NYS Certificate of Authority.
- Vendors selling nursery and greenhouse crops should display a valid NYS Nursery license.
- Vendors selling processed foods, prepared foods and other perishable items should do so in compliance with the requirements of the NYS Department of Health and / or the Department of Agriculture and Markets.
- Vendors selling by weight should have scales approved by the Dutchess County Sealer of Weights and Measures.
- Vendors selling by volume should use standard size containers such as pint, quart, etc.
- Vendors selling beer and/or wine should display a valid NYS license.

Grievances and Rules Enforcement Procedures: In the event that a concern or dispute is not resolved to the vendor's satisfaction by the market manager, vendor grievances should be submitted in writing to NECC, PO Box 35, Millerton, NY 12546. Within 10 days, an ad hoc committee will be formed to hear any grievances the Market Manager cannot resolve, consisting of: NECC's ED, two board members, one consumer and one

farmer/vendor. This committee will render a decision, which can be appealed to NECC's Full Board of Directors; the board's decision is final.

Miscellaneous Policies

The Market will require all dogs to be on leashes.

Smoking is not allowed on the market premises. This includes set-up and break-down time as well as when the market is in progress.

Speech and Advocacy: We will allow non-profit organizations to have tables at no cost and on a space available basis to raise awareness and solicit donations for their programs. The preference is for local organizations but others may be allowed if there is space available. Political candidates may walk through the market wearing buttons and handing out brochures, but not set up a table with literature. Groups advocating for a cause will be evaluated on a case by case basis, with a bias towards freedom of speech.

Please fill out and return to us:

- Market Application including attendance plan
- 2011 Crop Plan
- Certificate from your insurer naming Northeast Community Council, Inc. and Millerton Methodist Church as co-insured

Tips and Tricks for attractive displays

- Use vertical shelving to put products at eye level
- Make sure there is plenty of room and easy access
- Include a mix of containers including baskets, boxes, pails
- Make sure your displays are full to overflowing with product; heaping boxes sell better than partially empty ones (but charge for everything you offer)
- For expensive items, such as berries, offer smaller containers
- Make sure it's possible for small families or single people to buy smaller amounts (but volume discounts help too)
- Have attractive signs (such as chalkboards) with clearly displayed prices;
- Offer recipe cards showing consumers how to use unusual items,
- Your display should have variety and color
- Offer unusual varieties (with tips on how to use them)

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Contact Person: _____

Name of Farm: _____

Address: _____

City/State/Zip: _____

Website if existing: _____

email: _____

Home/main Phone: _____ cellphone _____

Vendor/Product Description and Growing Practices : Please provide or attach a short description of your farm and/or products. This will be included on our website and in promotional materials.

Dates: The market will run on Saturdays from May 28th to October 29th, 2011. We expect vendors to commit and attend every week.

I plan to sell on all Saturdays during the season

I cannot attend the market but would like to sell my products wholesale to NECC. My products are available for the whole season during the following range of dates: _____

By signing below, you agree to the Rules and Regulations as included with this application. Please send this application, a completed crop and product plan, and a check for either the first week or month's fee or for the season to: Jenny Hansell, NECC, PO Box 35, Millerton, NY, 12546 . **(You may provide your proof of insurance later, but it must be received by the first market day).** Applications are due by March 15th, and those received after that date will be considered on a space-available basis.

Farmer signature

Date

