

**Winter Farmers' Market**  
**2016/2017 Season**  
**Rules & Policies**

**MARKET MISSION**

*The mission of the Winter Farmers' Market (WFM) is to support sustainable agriculture by providing a viable winter-season direct market outlet for local community-based farms while building community and promoting regional sustainability.*

**GOVERNANCE**

Market policies and procedures are set by a volunteer Steering Committee made up of vendors, community members, and the market manager(s). Working collaboratively, we seek to create a successful, vibrant indoor market that contributes to the local economy and the community. All decisions regarding market acceptance and space assignment are at the discretion of the WFM Steering Committee and Market Managers. The Steering Committee reserves the right to make changes and exceptions to the following rules and policies as needed for the benefit of the market.

**CULTURE**

WFM values community and relationships. Our vendors support the market's mission meant to foster our regional food system. We encourage attendance at market by producer/owners in support of the market's mission.

**MARKET OPERATION DATES & TIMES**

- There will be 21 weekly markets in the 2016-2017 WFM season – every Saturday from November 5, 2016 through March 25, 2017.
- Regular market hours are 10:00 AM to 2:00 PM at the River Garden, 157 Main St. Brattleboro, VT. The market will stay open until 3 pm for holiday shopping on **Dec 3, 10 & 17**. All vendors are required to arrive and be set up by opening, and remain to the close of the market.

**APPLICATION POLICIES**

- **APPLICATION DEADLINE - SEPTEMBER 15, 2016.**
- All vendor applications **must include a separate check dated 3/25/17** for \$100 as a vendor security deposit (see below).
- All applications must include a \$10 **nonrefundable** application fee.
- New Vendors and Daily vendors must add a \$70 booth fee deposit (total \$80, plus separate security check).
- Applications **must** include a complete list of product types to be sold at the market. **All value-added and non-AG items to be sold at the WFM must be juried.** Any changes to the products listed on your application must be approved by the market management and juried as required by market rules.
- **WFM Application Acceptance Policy**  
In keeping with the WFM mission to support local agriculture and regional sustainability, the WFM will give preference to vendors from Cheshire and Windham Counties. The following policies apply to all vendors in good standing (see below).
- First preference is given to non-daily returning agriculture vendors and our founding vendors\*\* who apply by 9/15/16
  - Other applications postmarked **prior to the 9/15/16 deadline** will be considered as follows:
    - new non-daily AG vendors bringing unduplicated products to market
    - returning full season non-AG vendors
    - new full season non-AG vendors,
    - returning holiday season non-AG vendors
    - new holiday season non-AG vendors
  - ALL LATE APPLICATIONS INCLUDING RETURNING VENDORS will be considered in order received relative to available space and market saturation.
- (Note: Returning vendors are those who participated in the 2015/2016 season and are considered by # of consecutive years at market)

\*\* (Founding Vendors: Committed seasonal vendors at WFM since the market opening in 2006, currently there are 5 founding vendors)

## VENDOR FEES

- All fees and commission collected from vendors, go to cover rent, insurance, advertising, supplies, manager salary, music and other general costs of operating the market.
- Vendors may apply for **Full Season**-booth fee of \$420 with a guaranteed space at all 21 markets Nov - Mar; for **Holiday Season**-booth fee of \$270 with guaranteed space at 9 markets from Nov - Dec, or for **Winter Season**-booth fee of \$250 with guaranteed space at 12 markets from Jan – Mar 2017.
- Season booth fees can be paid in full on or before opening day, or in 2 equal installments as follows: first half due on or before opening day for *all* vendors; **Holiday Season** vendors second half is due at first market in December, for **Full Season** vendors second half is due at first market in January, and for **Winter Season** vendors second half is due at the second market in February.
- **Day Vendor** applications received by deadline with specific date requests will get preference for daily spaces *as space allows* and/or as dictated by policies related to market saturation. Daily booth fee will be \$35 for Nov-Dec markets and \$20 for Jan-Mar markets. **Day Vendors** must inform the manager at least 1 week in advance of each market in which they would like to participate. Site assignments will be given at arrival on market day.
- **All New & Daily Vendors** – Must pay a \$70 deposit along with the \$10 application fee (deposit equals 2 weeks at market and is applied to booth fees).
- All vendors will pay 5% commission on their total daily sales and must report total gross by category sales each week. Vendors offering pick up of CSA shares or other pre-paid orders at market should include the retail value of those pick-ups when calculating commission and sales.
- There will be no refunds of pre-paid booth fees unless an application is not accepted for the market due to space, jury recommendation or market saturation considerations. Extenuating circumstances can be appealed to the WFM Steering Committee.

## SECURITY DEPOSIT

- If a vendors has completed their work duty, or has not incurred penalty fees during the season, their security deposit will be returned at the close of the season. Otherwise, this will be deposited at the close of the season and any penalties will be deducted from the deposit.

## SPACES

- The River Garden currently can hold approximately 28 vendors given equal space of approx 8 feet by 5 feet. All space assignments are at the discretion of the market managers keeping in mind particular needs of vendors such as access to electricity, the placement of the “food court”, and our best efforts to consistently give Full Season vendors the same location. First consideration will be given to AG and returning senior vendors. Market Managers will make all decisions about space assignments.
- AG Vendors may opt to "rent" up to ½ additional booth space *as available* to accommodate needed display space when there is an abundance of produce to bring to market. Please note this request on your application.
- After the holiday season, all vendors have the option of renting additional space. Decisions on extra space will be made by Market Managers & Steering Committee with regard to market mix.
- Each vendor is responsible for sweeping/cleaning their booth area & removing corner tapes after breakdown.
- Vendors wishing to display products or signs on wall space must first check with the Market Manager. Use tape that will not pull paint off the walls. Use of nails or screws is prohibited. Artwork is often displayed on the north wall of the River Garden.
- Shared Booths and 3/4 Spaces - Smaller vendors may team up to share a single booth, or rent a 3/4 space (6 feet X 5 feet). For shared booths, each vendor must complete a separate market application and fulfill the vendor work duty requirement. This option is intended to provide affordable market access to small vendors and allows for a greater mix of vendors and products within a limited space.

## OPENING & CLOSING/USE OF RESERVED PARKING NEAR THE RIVER GARDEN

- Vendors can arrive for set up at 8:30 AM, and must be ready for customers by 10 AM.
- Limited on-street parking is available for unloading/loading **ONLY**. Free parking can be found in nearby bank parking lots. Detailed parking/loading in/loading out information will be sent prior to the start of the market season

## VENDOR EXPECTATIONS

- **Vendors in good standing** comply with all market rules and policies, positively represent the WFM, treat other vendors, customers and market staff with respect.
- **VENDOR WORK REQUIREMENT** - Each vendor must complete the equivalent of 2 work duty days either by: **1)** assisting with opening **and** closing of 2 *market days*; **2)** organizing a special event for a Jan-Mar market; **3)** doing other tasks as directed by manager; **4)** serving as an active participant on the WFM Steering Committee or Jury Committee; or **5)** assisting with market promotion or fundraising efforts as per market manager's direction.
- Vendors are required to be at market by opening time, and remain through closing. Failure to do so may result in a penalty for each occurrence deducted from the vendor's security deposit.
- Vendors are expected to read weekly Market Line-up email message sent by the Tuesday prior to a market. If this is a problem inform the manager.
- **INSURANCE** – The WFM/POS liability insurance does not cover vendors or their property. By signing the attached application vendors at the WFM agree to indemnify and hold harmless the Winter Farmers' Market and Post Oil Solutions of and from any and all claims, demands, losses, damage, lawsuits, judgments, including attorneys fees & costs arising out of participation as a vendor in the WFM.
- **ATTENDANCE** - Empty spaces at the market detract from the quality of the market and may mean a missed opportunity for a day vendor. Therefore, all seasonal vendors must notify the manager at least 24 hours in advance if they will not be present at market. Failure to do so will result in a penalty fee equal to what a Day vendor would have paid for that space to be subtracted from the vendors security deposit. Day vendors who reserve a space and do not notify the manager to cancel must pay the daily booth fee or lose future vending privileges.

## WINTER WEATHER CANCELLATION POLICY

While it is our goal to open the market every week as scheduled, the WFM may be cancelled in the event of severe winter weather that poses a safety risk to vendors, customers and market staff.

- A decision will be made by the managers between 6-6:30 am on the day of the market. An email blast will go out to all vendors, & a phone tree will be activated to notify vendors ASAP. Announcements will also be sent to local radio stations (WKVT, WTSA) on Facebook and the ibrattleboro site.
- All vendors, but especially those with perishable goods should stay tuned to the weather and make their own decision as to advance preparations. Inclement weather is an inherent risk for a winter season market.

## MARKET CRITERIA & PRODUCT REQUIREMENTS

- The WFM is a **PRODUCERS-ONLY MARKET**, meaning that all products sold **must** be grown, produced or made by the vendor. Reselling is not allowed
- *Each vendor is responsible for adhering to any & all applicable state or federal regulations regarding handling, licensing, permitting, and inspection of prepared foods, meats, eggs and dairy items. Any vendor selling products by weight must use scales capable of being inspected and certified as accurate.*
- Vendors are responsible for reporting and paying any Vermont state sales tax due on items sold at market.
- AG vendors are asked to indicate on their application the number of acres in cultivation. This information is requested as a condition of most grant funders who support farmers markets.
- All AG or Prepared Food vendors are requested to display a market provided sign if they sell products containing ingredients derived from GMOs.
- **Value Added Products**  
Must be either made by the vendor, or made by another party using materials produced by the vendor if the vendor is legally or financially prohibited from making the product themselves, e.g. yarns, packaged meats.
- **Prepared Foods**  
In moving closer to the Post Oil Solutions vision of being a sustainable community that can locally feed itself, the WFM implements these guidelines consistent with our core mission:
  - We recognize the limitations in sourcing locally grown grains, or a wide variety of local produce in the late winter months in our region, yet each year, more and more locally grown food is available year round. Therefore, we require that all food vendors participating in the WFM be willing to embrace the vision and continually work toward seasonal menus and products that emphasize/feature locally grown food.

- All prepared food vendors and bakers will be evaluated based upon their ability to include locally grown or produced ingredients in their products. See attached Local Sourcing Form.
- All meals served at the market should be sourced from local sustainable sources (i.e. factory farmed meats are NOT allowed).
- All prepared food vendors are required to display signs (provided by the WFM) identifying the local ingredients and listing sources.
- Any shelf-stable products (e.g., pickled items, jams, sauces, etc.) must feature locally grown ingredients.
- The WFM will work with all prepared food vendors to help them source more locally grown/produced ingredients and become increasingly environmentally responsible (i.e. reduce use of disposable serving dishes and utensils).
- Reusable dishes and utensils are available; vendors wishing to use these are responsible to share in the cleaning & transporting of these items.
- Vendors need to use food preparations appropriate to the indoor environment of the River Garden. Each lunch vendor is allowed 1 small butane burner unit with prior approval from manager. Sterno can be used for keeping food warm.
- Vendors must ensure that all electrical appliances are in good working condition to minimize risk of disruption to the River Garden electrical system.
- Vendors need their own extension cords for accessing one of the limited power outlets in the River Garden.
- **Crafts**
  - In keeping with the mission of this market to promote regional sustainability, preference is given to craft/artisan vendors involved with the traditional crafts (i.e., spinning, weaving, blacksmithing, soap & candle making, pottery, etc.) that impart knowledge, skills and/or goods needed in a local sustainable community.
  - Items must be produced by the crafter (i.e., studio, workshop or homemade items) and utilize local agricultural or other materials wherever possible. Flea market items, used clothing, antiques, or "crafts from kits", etc. will not be allowed.

## **JURY POLICIES**

- All non-AG and value-added products sold at market must be juried.
- Items juried and accepted for the WFM 2015/2016 Jury Night do not need to be re-juried.
- New WFM vendors and returning vendors with new products will need to present their items for jury at 5:00 pm on Wednesday, September 21, 2016 in the Community Room, basement of Brattleboro Savings & Loan. **NOTE-This will be the only jury opportunity prior to the 2016 Holiday Season!**
- Vendors applying after Jury Night or those wishing to offer new products later in the market season, may have these products reviewed by the jury committee at the close of market on Jan. 7th. Note that these items may be required to be rejuried for the following WFM season.
- Vendors needing to resubmit products for the jury committee to reconsider can work with the market manager to make a plan.
- The Jury Committee will only consider finished products ready for sale at market.

## **Criteria for Jury Process of Prepared Foods and Craft Items**

### **Prepared Foods:**

Good quality  
 \* Uses Available Local Ingredients  
 Attractively presented  
 Presence of GMO ingredients clearly labeled  
 Packaging - recyclable, low impact NO Styrofoam,  
 Different from other items at market  
 Is item appropriate for a farmers market

### **Crafts:**

Quality Workmanship  
 Attractive (aesthetic)  
 Use of Local Raw Materials if available  
 Durable & Functional  
 Represents a Traditional Craft  
 Different from other items at market  
 Is item appropriate for a farmers market

\* Refer to Prepared Food Guidelines above

Send all general questions/inquiries to [farmersmarket@postoilsolutions.org](mailto:farmersmarket@postoilsolutions.org) or call Sherry Maher at (802) 869-2141. Specific questions related to **JURYING ONLY** can be directed to Susan Dunning at (802) 228-3230.

HOME GROWN

HOME MADE

HAND CRAFTED



# Market Vendor Application

★ ★ **DEADLINE SEPT. 15, 2016** ★ ★

2016/2017 Market Dates -Weekly Nov 5 - Mar 25

**SEND APPLICATIONS TO: PO Box 431, Townshend VT 05353**

**Market Location**

Robert H. Gibson  
River Garden  
157 Main St.,  
Brattleboro, VT 05301

Date \_\_\_\_\_

Business Name & Contact: \_\_\_\_\_

Address \_\_\_\_\_ Town \_\_\_\_\_ State \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_ Zip \_\_\_\_\_

Please post a link to my website: \_\_\_\_\_

**APPLICATION FOR: (check one)**

<b>Full Season</b> (21 Markets) -	_____ <b>\$420</b>
<b>Holiday Season</b> (Nov – Dec; 9 Markets)	_____ <b>\$270</b>
<b>Winter Season</b> (Jan 7- Mar 25; 12 Markets)	_____ <b>\$250</b>
<b>Daily Vendor</b> (Nov-Dec/Jan-Mar)	_____ <b>\$35/\$20</b>
Note Desired Dates: _____	

**VENDOR TYPE: (check all that apply)**

<b>Agriculture</b>	_____
[Please note # of acres in production: _____]	
<b>CSA Pick-up – circle</b>	<b>YES NO</b>
<b>Prepared Foods</b> (see attached Sustainability Form)	_____
<b>Crafts</b>	_____

**3/4 Space Option – Check if you would prefer to use a 3/4 booth space (6 ft vs. 8 ft frontage)**

**All vendors:** List all types of items you will be bringing to market. (Please use back if more space is needed)

- A full text of the Winter Farmers Market Rules, the Jury Criteria as well as this Application can be found at: <http://www.postoilsolutions.org>. If you are unable to access this information on-line, please call (802) 869-2141 to request copies by mail.
- Send all general questions/inquiries to [farmersmarket@postoilsolutions.org](mailto:farmersmarket@postoilsolutions.org) or call (802) 869-2141.
- Jurying will be held on Wednesday, Sept 21 at 5 PM in the Brattleboro Savings & Loan Community Room. Specific questions related to **JURYING ONLY** can be directed to Susan Dunning at (802) 228-3230.

**◆ ALL VENDORS MUST SIGN & CHECK BOXES BELOW BEFORE MAILING! ◆**

Complete, sign & mail application with 2 checks as follows: **Total Enclosed : \$**

- 1.) **\$100 security deposit dated 3/25/17;**
- 2.) **\$10 application fee (New Vendors & Daily Vendors add \$70 deposit for total of \$80)**

- I have read and agree to follow the 2016/2017 Winter Farmers Market Rules & Policies.
- I agree to indemnify and hold harmless the Winter Farmers' Market and Post Oil Solutions of and from any and all claims, demands, losses, damage, lawsuits, judgments, including attorneys fees & costs arising out of my participation in the Winter Farmers' Market.

**SIGNATURE:** \_\_\_\_\_

Winter Farmers' Market  
Food Vendor Local Sourcing Form

\*ALL vendors who wish to sell prepared food items must return this form with their market application.\*

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

\*\*\*A note on the term 'local': An item must be grown or produced in our region (Vermont + 30 miles) to be listed as local. Items purchased locally at the Coop or at a local supermarket are not considered local as they are often produced in Florida, California, Mexico or even China.\*\*\*

Please list ingredients that are locally \*\*\* produced, and their source:

<b>Ingredient:</b>	<b>Source (farm, home garden, etc):</b>
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Please list ingredients that are **NOT** locally produced, and their source. Indicate if product contains GMO ingredients. Make note of Fair Trade ingredients, as these are preferred.

<b>Ingredient:</b>	<b>Source (company, location):</b>
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What kind of plates, silverware, "to go" packaging will you be using? Note there is a supply of community dishes and silverware available to share.

\_\_\_\_\_

\_\_\_\_\_

Please explain any other ways that you plan to provide a local/sustainable product at the WFM:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\*Let us know if you are interested in discussing options for local sources or want to help in working towards making the WFM a more sustainable market. We are always looking to improve!