



2019 New London's Field of Greens Farmers' Market Vendor Guidelines

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.

Market Guidelines:

New London Field of Greens (NLFOG) is primarily an agricultural market but also provides a variety of local baked goods, seafood/fish, meats, poultry/eggs. 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 follows: 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. Products not of your own origin must be marked as such.

A specialty food vendor is defined as follows: a vendor who sells ready to eat Food or Drink prepared by the vendor in Connecticut 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 follows: 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 NLFOG Steering Committee. The Market Manager reviews new member applications to avoid excessive representation of similar vendors and is based on space availability. The NLFOG 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: All produce sold at the market must be grown in Connecticut. Vendors shall comply with all rules and regulations of the State of Connecticut and 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, vegetable, and honey producers).

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.

Market Location and Start/End Times

Market Location	Day	Start	End	From-To Dates
Washington Park City of Groton	Tuesday	3:00pm	6:00pm	July 2 – October 29, 2019
L&M Hospital Montauk Avenue	Wednesdays	3:00pm	6:00pm	July 3 – October 30, 2019
Williams Park (corner of Broad St. and Williams)	Fridays	3:00pm	6:00pm	July 5 – October 25, 2019

Before May 15, 2019: Vendor fee is \$100 for each 10’ X 10’ space/market.

After May 1, 2019: 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.

All payments are non-refundable.

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:

- Tents, 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

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 vendors 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. 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.

Questions should be addressed to info@newlondonfieldofgreens.org or 860-439-0016. Remember to follow us on Facebook at: www.facebook.com/NewLondonFieldofGreens

New London Field of Greens Market Application Instructions

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

New London 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 New London Community—the stronger and closer the better

To apply, please submit the following no later than May 1, 2019 (sooner to get the best space rates).

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

Fax, mail or email application documents to:

c/o New London Field of Greens Market
PO Box 1184
New London, CT 06320

Email: info@newlondonfieldofgreens.org

NEW LONDON 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: _____

Please indicate which markets you are interested in and how many spaces you anticipate needing:

L&M Hospital, Wednesdays 3:00pm - 6:00pm. Number of Spaces: _____

Williams Park, Fridays 3:00pm – 6:00pm. Number of Spaces: _____

Washington Park, Tuesdays 3:00pm – 6:00 pm Number of Spaces _____

If you are a farmer, do you plan to seek an exception to the Producer-Only rule? _____
If so, please complete an exception form 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

_____ CT NOFA Farmers Pledge

_____ Certified Naturally Grown

_____ Integrated Pest Management

_____ Certified Organic

_____ Other: _____

Please answer the following questions:

1. Do you grow any heirloom varieties of fruits, vegetables or animals? _____

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: _____

**** 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	Daikon Radishes	Mesclun
Artichoke	Delicata Squash	Micro Greens
Arugula	Dry Shell Beans	Mixed Baby Greens
Asian Cucumbers	Edamame	Mixed Greens
Asian Eggplant	Eggplant	Mushrooms
Asian Greens	English Cucumber	Mustard Greens
Asparagus	Escarole	Napa Cabbage
Bok Choi	Fava Beans	Okra
Beans	Fiddleheads	Onions
Beets	Fingerling Potatoes	Ornamental Corn
Bell Peppers	French Beans	Parsnip
Broccoli	Fresh Shell Beans	Pea Shoots
Broccoli Rabe	Frying Peppers	Peas
Broom Corn	Garlic	Peppers
Brussels Sprouts	Garlic Scapes	Pickling Cucumbers
Bulbing Fennel	Ginger	Pole Beans
Bunching Onions	Gourds	Potatoes
Burdock	Green Beans	Pumpkins
Cabbage	Green Onions	Radishes
Callaloo	Greens	Rhubarb
Carrots	Habanero Peppers	Rutabaga
Cauliflower	Herbs	Salad Greens
Celeriac	Heirloom Tomatoes	Savoy Cabbage
Celery	Horseradish	Scallions
Chard	Hot House Tomatoes	Shallots
Cherry Tomatoes	Hot Peppers	Shelling Peas
Chicory	Indian Corn	Snap Peas
Chiles	Italian Eggplant	Snow Peas
Chinese Cabbage	Jerusalem Artichokes	Sorrel
Collards	Kale	Spaghetti Squash
Corn	Kohlrabi	Spinach
Cucumbers	Leaf Lettuce	Sprouts
Cumin	Leeks	Squash Blossoms
	Lettuce	String Beans
	Lima Beans	Sweet Corn
	Mache	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
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/Fiber

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

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: _____
