



## 2020 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/Senior Acceptance 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**

**NOTE: First Time New London based vendors, contact 860-460-3385 for guest pass benefits.**

Market Location	Day	Start	End	From-To Dates
L&M Hospital Montauk Avenue	Wednesdays	3:00pm	6:00pm	July 1 – October 28, 2020
Williams Park (corner of Broad St. and Williams)	Fridays	3:00pm	6:00pm	July 3 – October 30, 2020

**Before May 1, 2020:** Vendor fee is \$110 for 10’ X 10’ space/market; \$20 per additional tent per market. **Loyalty Discount for returning season vendors = \$10 credit.**

**After May 1, 2020:** 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, than the vendor provides pays the daily rate of \$15 per 10’ X 10’ allocated space.

**Questions regarding New London Markets should be addressed to [info@newlondonfieldofgreens.org](mailto:info@newlondonfieldofgreens.org) or 860-460-3385. All questions regarding City of Groton’s Washington Park market email: [pr@cityofgroton.com](mailto:pr@cityofgroton.com) Remember to follow us on Facebook at: [www.facebook.com/NewLondonFieldofGreens](http://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 June 1, 2020 (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](mailto: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: \_\_\_\_\_

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**

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Name of Product

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

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

**Exception 2**

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Name of Product

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

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

**Exception 3**

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Name of Product

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

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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  
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: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_