



## 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)