



COPAKE HILLSDALE FARMERS MARKET VENDOR GUIDELINES ~ 2019

Season info: The Copake Hillsdale Farmers Market will take place every Saturday, May 25 through October 26, 2019. The hours will be 9AM to 1PM.

Fee schedule:

<i>Full-season:</i>	payment receipt March 22-April 24:	\$360
	payment receipt April 25-May 8:	\$400
	payment receipt after May 8:	\$475

Guest vendors: A daily fee of \$25 will be charged for vendors who want to try out our market or occasional vendors whose products are seasonal. A vendor scheduled for 6 dates or less during the season will be considered a guest vendor.

Booth size:

- a. A standard booth size will be 9' deep x 10' wide.
- b. Double-size booths may be requested (at double the season fee), per availability and the discretion of the Steering Committee.
- c. It *may* be possible for two vendors to share a booth, with each vending on mutually-agreed dates. Such an arrangement must be made by the two vendors, ensuring that the space is staffed every week. The fee for a shared booth is pro-rated from the season fee. Acceptance of a shared booth schedule is subject to approval by the Steering Committee.

Insurance: All vendors are required to provide proof of insurance coverage. We request a Certificate of Liability; it is not required to add CHFM as "additional insured". *See the sample CIL provided via email for language and coverage limits.*

Licensing: Vendors must provide proof of all certificates or licenses required of them to operate at the market, e.g. nursery certificates, food licensing. They must comply with all local, state, and federal regulations.

Indemnity: All vendors are required to sign the Release and Hold Harmless Agreement supplied.

Documentation: all vendor applications must be complete in order to be considered, which includes any required documents. We will notify vendors if their applications are incomplete, and will place the application on hold until we receive any missing information.

Product type: Per our Mission Statement (*copies available on request*), the focus of our market is food. Opportunities exist for other products: crafters and artisans may apply for our monthly Artisan Crafter & Specialty Food Days, while producers of body products or medicinal products may apply for the small number of spaces reserved for this purpose. With

all products, whether food, craft or other, preference will be given to vendors who grow their own, make their own, source locally, source sustainably, and/or support organic practices.

Sourcing: Farmers must produce a minimum of 50% of their product on either their own or leased land. Product that is not a farmer's own must be grown or produced locally.

Approved products:

- a. Vendors may only sell those items that have been approved from their list submitted on their application form. The Steering Committee may determine that a listed product/products may not be sold; if so, the vendor will be notified in writing with an explanation.
- b. Applications with product lists must be submitted annually. Revisions may be requested in writing to the Market Manager, with no change allowed until approval has been received.
- c. By listing a product as a potential item for sale, the vendor agrees that they fully intend to have that product available for sale. Yet, if circumstances make it not possible to bring every item listed and approved, that will not be held against the vendor in any way.
- d. If reselling a product, vendors must include contact information for all producers of those products on their application, and if approved, display same information at their booth.

Signage: Products must be fresh, labeled, and prices must be clearly posted. The vendor business name must be prominently displayed at their booth. As proper signage can affect the customer experience, this requirement will be actively monitored.

Credit cards: while not a requirement, all vendors are encouraged to accept credit and debit cards for purchases at their booths. *Research show that credit card acceptance can have a strong impact on sales.* If a vendor accepts credit cards, they should clearly display signage to that effect.

Scales: Any products that are sold by weight must use a measuring device that is intended for commercial use. professionally serviced and calibrated. For more information:

Columbia County Weights and Measures

Arnold Schneider, Director

Email: arnsch22@yahoo.com

Phone: (518) 758-7233

Fax: (518) 758-7233

Attendance: Consistency and reliability are important in establishing a strong customer base and contributing to the success of the Copake Hillsdale Farmers Market. If unable to attend, vendors will find someone to take their place and will inform the Market Manager ahead of time. Vendors must attend every market or have someone oversee their stall. Non-conformance might affect eligibility the following season.

Lateness: Being fully ready to vend when the opening bell rings is important to being an organized market that customers can count on. Any vendor who is not set up and ready to vend at 9:00AM will be noted by the Market Manager, and given a "ticket" at their discretion.

Three tickets in one season will result in that vendor being asked to leave the market, with no reimbursement of market fees.

Setup and breakdown: Vendors are required to have their booths fully set up no later than 9:00AM. Vendors will break down their booths no earlier than 1PM, except as advised by the Market Manager. No vendor will be permitted to park, stand, or idle their vehicle near any barn entrance after 9:00AM. **If it is after 9:00 and you still need to unload something, you may park in the spaces near the Port-a-Potty to unload, then you must move your vehicle immediately to the designated vendor parking area.**

1. **SNAP** (food stamps): In order to best serve our community, we are striving for acceptance of food stamps by 100% of vendors who sell eligible items. If you sell eligible items, please complete the brief SNAP paperwork, attached.
See Addendum A for information on food assistance program reimbursements to vendors.
2. **Smoking:** the Roeliff Jansen Park guidelines indicate that smoking is only permitted in the parking lot. For more information on Park rules, visit <https://hillsdaleny.com/parks-and-recreation/roeliff-jansen-park/park-rules/>
3. **Tipping:** Vendors are not permitted to solicit tips or gratuities. The Music Tent and the Market Manager table are the only locations where tipping or fundraising is allowed.

Responsibility: The Market Manager handles all on-site issues. All vendor or customer related issues must be reported immediately to the Market Manager. The Market Manager may determine that an issue merits completion of a formal grievance form by a vendor, and be given a form that will be handled by the Steering Committee once submitted.

Guidelines: If a vendor defaults on their agreement for the market, violates Copake Hillsdale Farmers Market guidelines, or violates FMNP (Farmers Market Nutrition Program) rules, they will be asked to take corrective measures. If they do not correct the issue, they will be asked to leave the market.

Contact info: If a vendor needs to contact the Market Manager, at any time, including emergencies, please email copakehillsdalefarmersmarket@gmail.com. A phone number will also be made available at the beginning of the market season.

Thank you for being a part of the Copake Hillsdale Farmers Market!

Rev 1/22/19

Addendum A – Food Assistance Program Reimbursements

SNAP (Food stamps): Vendors accept wooden tokens from customers for eligible items. When you have at least \$5 in tokens, bring them to the Market Manager who will record receipt of the tokens. Specify whether you will want your reimbursement check written out to you personally or a business name. Within 2 weeks, you will be given a check for the full value of the tokens redeemed.

Note:

1. Verify that the token is marked “CHFM” as we cannot redeem tokens from other markets.
2. Be sure to only accept SNAP tokens for eligible items. CHFM cannot reimburse you for SNAP tokens accepted for ineligible items.

Double Up Food Bucks: Farmers accept DUFEB coins, each valued at \$2, from customers for eligible items (vegetables and fruit). When you have at least \$4 in coins, bring them to the Market Manager who will reimburse you the full value of the coins in cash the same day.

Note: Be sure to only accept Double Up Food Bucks for eligible items. CHFM cannot knowingly reimburse you for DUFEB coins accepted for ineligible items.

Farmers Market Nutrition Program: FMNP coupons can only be accepted for fresh, locally-grown produce. To be eligible to accept FMNP, farmers must grow at least 50% of the produce sold. Redeem all FMNP checks by December 15.

Depositing FMNP checks: Farmers may deposit FMNP checks into a personal or business checking account at any banking institution.

Cashing FMNP checks: Farmers may cash FMNP checks at any KeyBank branch in New York State. Farmers may choose to cash FMNP checks even if they do not have an account with KeyBank at no cost to the farmer. A maximum of 250 checks (\$1,250) may be cashed per business day. To cash FMNP checks at Key Bank branches, farmers must present the teller with their signed and stamped FMNP ID card. The ID card must bear the same FMNP stamp number as the image stamped on the checks being cashed.

Addendum B – Other Reimbursements

CHFM Gift Certificates: We sell Gift Certificates in any denomination. If you are presented with a GC as payment, direct the customer to the Market Manager table. There, the GC will be converted to “Market Bucks” in denominations of \$5 and \$1.

CHFM “Market Bucks”: Market Bucks may be used by customers like cash; there are no restrictions. If a customer uses Market Bucks for purchases, you will be fully reimbursed. Bring the Market Bucks to the Market Manager table. Up to \$20 in Market Bucks will be reimbursed with cash, while larger amounts will be reimbursed with a check to you within 2 weeks.

