

COPAKE HILLSDALE FARMERS MARKET VENDOR GUIDELINES ~ 2021



Season info: The Copake Hillsdale Farmers Market will take place every Saturday, May 22 through November 20, 2021. The hours will be 9AM to 1PM.

Fee schedule:

Regular vendor: \$432 - this is calculated on \$16 per market for 27 weeks, and assumes a standard sized booth.

Vendors who share a space and alternate their dates are responsible for a pro-rated fee based on how many of the 27 weeks they vend, with that amount being payable prior to the first market date, May 22.

Vendors requesting larger spaces need to discuss that with the Market Manager, at which time the season fee will be determined. For alternate payment plans, contact the Market Manager.

Guest vendors: A fee of \$25 per market 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.

For all vendors: payment is due prior to vending, unless other arrangements are made in advance. For full-time vendors, this means the full fee is due before Opening Day. For guest vendors, this means that you cannot set up unless payment has been received.

Booth size:

a. A standard booth size will be 9' deep x 10' wide.

b. Some larger booths may be requested, per availability and the discretion of the Steering Committee. The fee will be adjusted accordingly.

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. Acceptance of a shared booth schedule is subject to approval by the Steering Committee.

COVID-19 precautions: All vendors agree to observe and follow the precautionary and preventive measures put forth and updated by national, state and local agencies. CHFMM will share those measures with vendors, which will include some measures specific to farmers markets via the Farmers Market Federation. As compliance is highly important to the well-being of our vendors, staff and customers, any deviations will be addressed quickly and with seriousness.

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 by the Town of Hillsdale.

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, as well as 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.

Farmers Market Nutrition Program: If a vendor is eligible to participate, they must understand that FMNP coupons can only be used for fresh, locally-grown produce. To be eligible, a vendor must grow at least 50% of the produce they sell.

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 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*

Suzanne Tiano, Director

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Email:

suzanne.tiano@columbiacountyny.com

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 fined a late fee of \$25 for the 3rd, and each subsequent, late appearance.

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.**

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.

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/>