

FARMERS' MARKET at BILLINGS FORGE

March 1, 2018

Dear Vendor,

We are pleased to share with you the guidelines for the **2018 summer season of Farmers' Market at Billings Forge** in Hartford, CT! We will be using an online electronic application tool through **Manage My Market**. If you have already set up a profile, reapplying for future markets will be quick and easy. If you have never used **Manage My Market**, it may take a little while to set up your profile initially, but then you will be able to use that profile for all applications going forward, thereby saving you time in the future. If you have any questions about the system, or need assistance completing your profile, please let us know. We'll be happy to walk you through it over the phone. A Market Committee, comprised of several market vendors, Billings Forge Community Works staff, and members of the community will review applications using the criteria outlined in the Market Guidelines. All vendors must adhere to these guidelines, which were developed by the Market Committee. Please read through them carefully. **In particular, please take note of the following updates to the guidelines this year:**

1. New vendor fee structure to better offset operating costs, market management, and marketing efforts AND to increase our marketing efforts to get more NEW customers to the markets to buy your goods.

We look forward to working with you this season!

Sincerely,

Jocelyn Cerda
Program Coordinator and Summer Farmers' Market Manager

Billings Forge Community Works, 227 Lawrence St 2nd Floor, Hartford, CT 06106
Tel: 860. 548. 9877 www.billingsforgeworks.org

Application Instructions

Please read the guidelines very carefully. If you have any questions, please contact Jocelyn Cerda using jocelyn@billingsforgeworks.org OR call Billings Forge at 860.548.9877

General Criteria for Selecting Vendors

- Commitment to helping fulfill the mission of Billings Forge Community Works—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
- Track record and length of time at market
- Quality of product
- Diversity of product: for new applicants, the product must bring variety to the market
- Commitment to creating an appealing display
- Commitment to the markets' spirit of trust and collaboration

To apply, please submit the following:

1. Online *Manage My Market* Profile, including Product List
2. Online *Manage My Market* Application, for each market you'd like to attend
3. Copy of Liability Insurance
4. City of Hartford Vendor License
5. W-9 Form – **RIS Must match business name on Certificate of Insurance and Vendor License.**
6. Crop Plan if applicable

Send NO money now. If we can accommodate your request to participate in our market(s), you will be notified by email once your application is approved.

- Complete items 1&2 online at www.managemymarket.com
- Items 3 & 4 may be uploaded through the Licensing tab of your **managemymarket.com** account. You may also mail, or email them directly to Billings Forge Community Works
 - **If your application is approved an application fee of \$15 is required. Vendors will have the option to pay this fee on their first day of vending through cash, or it can be deducted from the vendor's first reimbursement check.**

ATTN: Market Vendor Applications
227 Lawrence St, 2nd Floor
Hartford, CT 06106
Tel: 860.548.9877
jocelyn@billingsforgeworks.org

GENERAL INFORMATION

Our market takes place on Thursdays from 11:00 am – 2:00 pm. From June – October the market is located on the green courtyard to the north of Firebox Restaurant (539 Broad Street). The market moves indoors to the Studio (565 Broad Street) from November – May.

Farmers' Market at Billings Forge- Market Guidelines

All vendors are required to read, understand and adhere to the Market Guidelines as laid out below. Questions should be directed to Billings Forge Market Management at 860.548.9877, OR to Jocelyn Cerda using jocelyn@billingsforgeworks.org.

Market Procedures and Rules

- 1. CT Grown:** All agricultural products sold must be grown in Connecticut.
- 2. Producers Only:** All products sold must be produced by the vendor. Request for exemptions will be approved by the BFCW on a case-by-case basis.
- 3. Value-Added Agricultural Products:** The main ingredients should be produced by the vendor and the product should be processed by the vendor whenever possible.
- 4. Baked Goods and Preserves:** Ingredients should be CT grown whenever possible. Producer must mix, bake, or prepare the goods whenever possible.
- 5. Fish and Seafood:** Should be caught in CT waters or sourced from a fishery with sustainable practices.
- 6. Meats and Dairy:** All products must come from your own herd. Grazing animals must have regular access to pasture and freedom to move around. Hormones may not be fed to animals.
- 7. Liability Insurance is required,** as per the Vendor Agreement. This document must be kept current (see below).
- 8. Token System: All approved vendors agree to participate in and adhere to the Billings Forge token system.** Vendors must accept tokens for services when appropriate and know the rules for what they can and cannot accept. Training will be provided.
- 9. Acceptance of SNAP/EBT** benefits is required of all eligible vendors selling meat, dairy, eggs, fruits, vegetables, baked goods, seeds, seedlings and edible plants. **NO hot prepared food can be purchased with SNAP. If you are unsure of how SNAP rules apply to you, please ask us.**
- 10. Product List:** All applicants must submit a complete product list via managemymarket.com. Only approved items on that list may be sold at the market. Items that are not pre-approved may

not be sold at the market. If there is a product you grow or sell that is not represented on the list, please let us know.

11. Smoking, Illegal Drug Use, and Alcohol Consumption by vendors is prohibited on market grounds.

To maintain the integrity of the markets, please note that violation of any of these guidelines may result in suspension or expulsion from the market.

VENDORS' RESPONSIBILITIES (please, initial next to each statement)

_____ Vendors agree to pay the daily fee.

_____ Vendors must be compliant with all city, county, state, and federal regulations that apply to ensure health, safety, and the smooth operation of the market. Sampling is encouraged, but must follow health and safety guidelines via the city health department.

_____ Vendors are responsible for providing their own equipment. Electricity and garbage removal will be provided by the market.

_____ Vendors should be prepared for all types of weather and are expected to show even in the case of inclement weather. **In the event that the market is cancelled, the Market Master will notify all vendors by Thursday morning.**

_____ Vendors must arrive no later than 10:30 am and be ready to sell no earlier than 11:00 am. **Vendors may not leave until after the close of the market at 2:00 pm and must ensure that their area is clean.**

_____ In order to maintain market integrity, vendors are expected to attend markets regularly. Markets are successful when vendors commit to showing up each week. Please make note of the **call-in number (860.548.9877)** and email address (**jocelyn@billingsforgeworks.org**) if you must miss a market. **A "no call/no show" fee of \$30 will be assessed to any vendor who does not attend a market without prior notice.**

_____ The Market Master will determine stall and parking designations on the first day of the market season, but may reassign stall spaces in the event of absences or late arrivals.

_____ Market display must be constructed with equipment (tents, tables, chairs, sand bags) that is in good condition and weather appropriate. Tent weights are required for the protection of everyone and everything in the market space. All market produce on display should be of high quality. Products that do not meet this standard of quality may be removed at the discretion of market management. Any products at the market not currently on display must be kept a minimum of 12" off the ground for health safety purposes. Vendors must clearly post sale prices for all products.

_____ \$1,000,000 of general liability and \$300,000 of automobile liability insurance is required. All vendors must agree to indemnify, defend, and hold harmless **Billings Forge Community Works** and its employees from any and all claims arising from your use and occupancy of the market. Vendors must also list **Billings Forge Community Works** as additional insured on their policy.

_____ WIC certification is required if eligible. Any rule violations and conflicts arising in the course of the season will be addressed by the Market Master. Please sign and return with the completed application and copies of insurance and licensing (City of Hartford Health Department).

_____ Regular vendors will be assigned a parking space at the beginning of the season and will use this space for the duration of the Summer Market. **Guest vendors must contact the Market Manager before market day to receive their parking space.** Contact Jocelyn Cerda using jocelyn@billingsforgeworks.org to inquire about your parking space.

I request permission to sell at the Farmers' Market at Billings Forge located on 569 Broad St in Hartford CT 06106.

I agree to abide by the rules of the Farmers' Market; abide by all city, county, state and federal health and safety regulations; and abide by all the statements on this application.

I agree to honestly report my daily sum total of SNAP, Double Value Coupons, credit, debit, and cash totals.

I agree to indemnify, defend, and hold harmless **Billings Forge Community Works** and its employees from any and all claims arising from my use and occupancy of the market.

Printed Name: _____ Position: _____

Signature: _____ Date: _____

Market Manager: _____ Date: _____

Vendor Tiers

Below are the two tiers that vendors participating in Farmers' Markets at Billings Forge may belong to, depending on the frequency a vendor attends a market and space available.

Regular Vendors are defined as vendors who plan on attending our Farmers' Market more than once per month for the duration of the Summer Market. **They must pay a one-time Administrative Fee (\$15- payable by check OR at first market - AFTER ACCEPTANCE TO MARKET)** in addition to a weekly fee based on sales (see fee structure below).

Guest Vendors are defined as vendors who are not accepted into the market on a regular or partial basis but may attend markets when space is available. *Guest Vendors* can coordinate with Market Management to arrange market dates at any time during the season. *Guest Vendor* spots are not guaranteed and are assigned on a case-by-case basis, depending on space available and approval by Market Management and the Market Committee. *Guest Vendors* must pay a Guest Vendor Fee (\$20 for each market, **payable AT THE BEGINNING OF THE MARKET DAY**).

Vendor Fees Vendor fees are designed to offset costs for liability insurance, market equipment, street closures, public area obstructions, parks and facility permits, market management personnel costs, and advertising and marketing. We want to increase the amount of funds we use for advertising and marketing to encourage NEW customers to the markets.

We rely on the honor system when you report sales.

Weekly Market Sales

BAND	MARKET GROSS REVENUE	FEE
MM	(Missed Market)	\$30
A	0-\$100	10% of gross sales
B	\$101 - \$200	\$12
C	\$201 - \$400	\$18
D	\$401 - \$700	\$33
E	\$701 - \$1,000	\$60
F	OVER \$1,000	\$68

**Dates for the 2018 Summer Market at Billings Forge,
please select what dates you would want to attend.**

June

6/7/2018 _____

6/14/2018 _____

6/21/2018 _____

6/28/2018 _____

September

9/6/2018 _____

9/13/2018 _____

9/20/2018 _____

9/27/2018 _____

July

7/5/2018 _____

7/12/2018 _____

7/19/2018 _____

7/26/2018 _____

October

10/4/2018 _____

10/11/2018 _____

10/18/2018 _____

10/25/2018 _____

August

8/2/2018 _____

8/9/2018 _____

8/16/2018 _____

8/23/2018 _____

8/30/2018 _____

Payout System

Our Farmers' Market uses a coin system in exchange for EBT/SNAP, Credit, and Debit purchases. You take the total cash sales with you at the end of the day. The total EBT/SNAP, Credit, and Debit minus your farmers' market fee, if not paid the day of, is reimbursed to you on the first Thursday of the month via check for the prior month.

VENDOR TYPES ACCEPTED

- Seasonal Agricultural Produce Vendors *(City of Hartford Permit and Insurance Information Required)*
 - Seasonal Livestock/Poultry/Fishery Products Vendor *(City of Hartford Permit and Insurance Information Required)*
 - Seasonal Baked Goods Vendors *(City of Hartford Permit and Insurance Information Required)*
 - Seasonal Cooked/Prepared Foods Vendors *(City of Hartford Permit and Insurance Information Required)*
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 - Seasonal Craft/ Artisan Vendors *(City of Hartford Permit and Insurance Information Required)*
 - Seasonal Food Trucks
 - Guest Agricultural Produce Vendors *(City of Hartford Permit and Insurance Information Required)*
 - Seasonal Livestock/Poultry/Fishery Products Vendor *(City of Hartford Permit and Insurance Information Required)*
 - Guest Baked Goods Vendors *(City of Hartford Permit and Insurance Information Required)*
 - Guest Cooked/Prepared Foods Vendors *(City of Hartford Permit and Insurance Information Required)*
 - Guest Craft/ Artisan Vendors
 - Guest Food Truck
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Thank you for applying to the Farmers' Market at Billings Forge. Once your application is reviewed and approved, the market manager will reach out to you! - **Market Manager**