



February 26, 2019

Dear Vendor,

Every year Billings Forge Community Works (BFCW) looks forward to our beautiful summer market which has functioned for 12 years, serving the community and workers at Aetna and The Hartford.

This year we will have two events a month, which will highlight produce and vendors. Events such as ice-cream day celebrating National Dairy month; stone fruit pie-eating contest in June; corn, tomato days in July; along with Kid's Day in August. Of course, I cannot forget about the music, with larger performances this season. We are also collaborating with the four other Hartford markets to promote events collectively to increase community participation.

The vendor fee structure has changed from a monthly payment to a one-time upfront payment. This structure helps us offset the costs of the market and underwrites our marketing efforts. With a 90% attendance rate, vendors will receive 40% of their vendor fee back at the end of the season.

We continue our partnerships with Aetna and The Hartford for our double value buck program, where customers who have SNAP/EBT will match their snap dollars up to \$20. Aetna and The Hartford will collaborate for a 6th year in a row to provide the Asylum Hill Fresh Express, the shuttle bus that runs every 15 minutes with stops at Aetna, The Hartford, Immanuel House and Billings Forge.

This market season will open on Thursday, June 6th at the usual time from 11:00 am to 2:00 pm. The next step will be the submission of the necessary paperwork from you. This includes the completed Market Vendor Application/Rules Agreement, the city of Hartford Farmers' Market application, and the certificate of liability, you could mail or email these documents. BFCW will host a Summer Farmers' Market orientation for farmers on Wednesday, March 20th from 12pm-1pm at The Firebox Restaurant. Lunch will be provided along with information about the Farmers' Market at Billings Forge. We hope you will join us.

I hope that you will be able to join us this season, as we revamp our market and continue our mission to provide food access to the Frog Hollow Community.

I can be reached at (860)548-9877 and jocelyn@billingsforgeworks.org, I will reach out personally in the next few weeks to answer any of your questions.

Best Regards,

A handwritten signature in black ink, appearing to read "Jocelyn Cerda", is written over a large, stylized loop. Below the signature, the name "Jocelyn Cerda" is printed in a black, sans-serif font, followed by the title "Farmers Market Manager" on the next line.

Jocelyn Cerda
Farmers Market Manager

FARMERS' MARKET

at BILLINGS FORGE

March 1, 2019

Dear Vendor,

We are pleased to share with you the guidelines for the **2019 summer season** of Farmers' Market at Billings Forge in Hartford, CT. A *Market Committee*, comprised of several market vendors, Billings Forge Community Works staff, and members of the community reviewed the application process 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.
2. Collaborations with four other Hartford markets to promote events collectively to increase community participation.

We look forward to working with you this season!

Sincerely,

Jocelyn Cerda

Program Coordinator and Summer Farmers' Market Manager

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. Review and submit a completed Market Vendor Application & Rules Agreement.
2. Submit a Product List
3. Copy of Liability Insurance Certificate
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.

Attach all items listed above (#1-6) and mail or send via e-mail to:

ATTN: Market Vendor Applications
227 Lawrence St, 2nd Floor
Hartford, CT 06106
Tel: 860. 548. 9877
jocelyn@billingsforgeworks.org

Market Vendor Application & Rules Agreement

Thank you for your interest in the Farmers' Market at Billings Forge! We aim to provide a venue for the success of your local business, while meeting the food security and health needs of our community in Frog Hollow.

VENDOR INFORMATION

Name: _____

Farm/Business: _____

Address, City, Zip: _____

Phone number(s):

Business (_____) _____ - _____ Cell (_____) _____ - _____

Fax (_____) _____ - _____ Other (_____) _____ - _____

Email: _____

Please indicate the duration of your participation at the market:

Summer market (Beginning June 6th through end of October)

Full Season Vendor (Should expect to attend 21 market days)

Partial Season Vendor (Should expect to attend 11 market days)

Guest Vendor (Should expect to attend 1-10 market days)

Please briefly describe what products you will be selling at the market:

Organic? Yes No

Please list any CT grown products you will be bringing that originate from a farm other than your own:

Farm name/location: _____

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).

MARKET FEE STRUCTURE

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. All vendors participating in Farmers Market at Billings Forge will pay a Season Fee or Guest Vendor Fee.

Full and Partial Season Vendors will get 40% of their upfront fee refunded to them when they have a 90% attendance rate or better. Fee structure details are outlined below.

Vendors must provide proof of limited liability insurance, a City of Hartford Food permit for the season and the application to be considered for the market.

- Full Season Vendors must pay a one-time Season Fee outlined below based on their farm/business type and space requested. **Full season vendors should plan to attend 21 market days.**
- Full Season Vendors who pay one-time fee upfront will receive 40% of their fee back when you attend 90% of the market season.
- Partial Season vendors should plan to attend 11 market days.
- Partial Season Vendors who pay one-time fee upfront will receive 40% of their fee back when you attend 90% of the market season.
- Season Fees must be paid to Billings Forge Community Works by the first day the vendor attends the market.
- Full and Partial Season Vendors who miss a market without giving **7-days advance notice** will be charged a Missed Market Fee of \$30.

Vendor Type	Season Fee
Full Season Single Owned Farm 200 acres or less	\$ 200
Full Season Large Farm 201 acres or more Prepared foods and food truck vendors	\$ 400
Partial Season Farmers 200 acres or less	\$ 100
Partial Season Farmers 201 acres or more Prepared foods, food truck vendors	\$ 200

Guest Vendor Fees

Guest Vendors must pay a **Guest Vendor Fee of \$30** each time they come to a market.

MARKET 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 Preserves and Food Trucks:** 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.

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

_____ 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 by 9:00 am via group text.

_____ 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.

_____ 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.

_____ \$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).

I understand and agree to abide by these market guidelines.

Name (printed) Signature Date

Please review and sign the following and return to:

Jocelyn Cerda
Farmers' Market Manager
227 Lawrence St. (2nd Floor)
Hartford, CT 06106
jocelyn@billingsforgeworks.org
(860) 548-9877