



# The Poughkeepsie Farm Project

## *Connecting Food, Farm, and Community*

### BOARD OF DIRECTORS 2010

Kim Notin  
*Chair*  
Anne Gardon  
*Vice Chair*  
David English  
*Treasurer*  
Amy Pelletier  
*Secretary*  
Beverly Allyn  
Nicole Baker  
Carlie Graves  
Pat Lichtenberg  
Nathan McNamara  
Kris Migoya  
ChiWei Ranck  
Susan Tveekrem

### STAFF

Susan Grove  
*Executive Director*  
Asher Burkhart-  
Spiegel  
*Farm Manager*  
Wendy Burkhart-  
Spiegel  
*Office and Garden  
Manager*  
Sarah Pappas  
*Assistant Farm  
Manager*  
Steve Hopkins  
*Market Manager*

### The Poughkeepsie Farm Project

P.O. Box 3143  
Poughkeepsie,  
NY 12603

Tel: (845) 473-1415

[info@farmproject.org](mailto:info@farmproject.org)  
[www.farmproject.org](http://www.farmproject.org)

To: Mid-Hudson Valley Organizations and Businesses

Re: Poughkeepsie Main Street Farmers' Market

Poughkeepsie's downtown farmers' market is better than ever! Over the course of the 2009 season, we had 16 vendors, nearly 7,000 customers and approximately \$44,000 in sales. This strong performance was supported by a series of community events that the market is becoming known for. Here are some of the key features of the market:



- Central location – serves businesspeople, local residents, and visitors attracted to the fresh food and feel good atmosphere
- Live music, theme days, cooking demonstrations and other events – draw diverse customers
- Season-long publicity – press releases, feature stories, posters, signs, radio, print and internet advertising let locals and visitors know about market happenings
- Reasonable tabling fees – \$15 per week (businesses who wish to sell a product at the market should request a vendor application)
- Variety of farm products and prepared foods represented
- Multiple currencies accepted – debit/credit cards, food stamps/SNAP via electronic benefits transfer, the Farmers' Market Nutrition Program coupons for low-income senior citizens and WIC recipients are all accepted, ensuring that quality food is accessible to customers of all income levels

The mission of the market is to provide quality food to customers of all income levels, support to local farmers and producers and a venue for positive community interaction in downtown Poughkeepsie. We welcome the participation of local organizations and businesses that support this mission.

Time: Fridays from 10 am – 3 pm  
Location: 253 Main Street (near the corner of Market Street)  
Opening Day: June 4, 2010  
Closing Day: October 29, 2010

Enclosed you will find an application and further information about the 2010 market. If you have any questions about the market or the application, please do not hesitate to contact me. We hope you'll join us!

Sincerely,

Steve Hopkins  
[steve@farmproject.org](mailto:steve@farmproject.org)  
(914)388-8670

*"I looked forward to Friday's market as a reason to get out of the office and go for a walk to pick up fresh produce to use over the weekend that supplemented what I did not have in my garden. . .I enjoyed the spirit of this little market and the sights and sounds of the community. . .It really was small town at its best. The vendors were dedicated and hard-working and always ready to chat about their goods and offer samples." – Barbara Gallo Farrell*



# Poughkeepsie Main Street Farmers' Market

## 2010 Tabling Application Form

Organization/Business Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Telephone #s: \_\_\_\_\_

E-mail Addresses: \_\_\_\_\_

Website: \_\_\_\_\_

TIN/EID #: \_\_\_\_\_

1. **TABLING:** What do you intend to bring to the Market? Please list the materials you plan to bring and any activities you plan to offer. Also indicate if there is anything you anticipate needing that you cannot provide yourself (e.g. a table, tent or chairs).

---

---

---

---

---

---

---

---

2. **SCHEDULE:** The 2010 season runs Fridays from 10AM to 3PM from June 4th to October 29th. Organizations/businesses must be set up by 10AM and remain at the Market until 3PM, rain or shine. Please request the dates that you would like to participate in the Market. All dates are subject to final approval by the Market Manager.

JUN	JUL	AUG	SEP	OCT
4	2	6	3	1
11	9	13	10	8
18	16	20	17	15
25	23	27	24	22
	30			29

3. **FEES:** Non-profit organizations and businesses are charged a flat fee of \$15 for every Market that they table, due and payable by the beginning of the Market day. Any organization or business that plans to sell any product at the market must fill out a vendor application and will be charged \$20 for every Market that attend.

I, the undersigned, verify that all information I have provided is true and accurate. If I am accepted to table at the Poughkeepsie Main Street Farmers' Market, I:

1. agree to pay tabling fees by the beginning of the Market day.
2. will operate my area in a safe and courteous manner.
3. will cooperate with the Market Manager.
4. will not sublet or loan my space.
5. release the Poughkeepsie Main Street Farmers' Market, the Market Manager, the Poughkeepsie Farm Project and the City of Poughkeepsie from liability.

---

*Name (please print)*

*Signature*

*Date*

**Submit completed application to:**

PFP – Farmers' Market  
c/o Steve Hopkins  
P.O. Box 3143  
Poughkeepsie, NY 12603  
steve@farmproject.org  
(914)388-8670



# Poughkeepsie Main Street Farmers' Market

## 2010 Rules and Regulations

### *Market Mission*

1. Provide locally-produced, fresh, and nutritious foods to the community.
2. Provide opportunity for local growers to sell their agricultural products directly to the consumer.
3. Revitalize Poughkeepsie's downtown business and shopping district.
4. Foster social gatherings and positive community interactions.
5. Provide an outlet for youth employment.

### *Market Management*

The Poughkeepsie Main Street Farmers' Market (herein "Market") is managed by the Poughkeepsie Farm Project, and is supported by the City of Poughkeepsie and the Nutrition Advisory Committee, a volunteer committee of community advisors. The Poughkeepsie Farm Project:

- Establishes Rules and Regulations, adopted and amended as needed.
- Establishes requirements for participation in the Market.
- Establishes and collects application and vendor fees.
- Establishes the operational schedule of the Market.
- Maintains a general liability insurance policy for the Market.
- Plans Market events and publicizes the Market.
- Hires a Market Manager. The Market Manager is responsible for assigning sites to vendors, for the orderly and efficient conduct of the Market and for implementing the Rules and Regulations. The Market Manager reserves the right to limit the sale of specific items to retain a balanced Market.

### *Market Schedule*

Location: Downtown Poughkeepsie at 253 Main Street (near the corner of Market)

Season: June 4 to October 29, 2010

Hours: 10AM to 3PM

- Vendors may arrive by 9AM prior to opening to begin set-up. Set-up is to be completed by 10AM. Vehicles must be in place no later than 15 minutes before Market opening. Vehicles may not be driven through the market area during operating hours.
- Vendors may sell to one another before the opening of the Market. No selling to the public may occur before the opening of the Market.
- Vendors must remain set-up until Market closing. Early take-down and departure are not allowed. In rare and unusual cases, the Market Manager may grant permission to a vendor in advance of Market day.
- Vendors must completely dismantle, pack-up, and clean their sites after Market closure. Prepared food vendors and vendors who offer samples that generate trash must provide a suitable trash receptacle at their site and dispose of trash off-site.
- Vendors must contact the Market Manager 24 hours before Market opening (i.e. by Thursday, 10AM) if they are unable to attend the Market that week. If the vendor has not called and is not at the Market 15 minutes before opening, their space may be assigned for other use for that day, as the Market Manager sees fit. No refunds will be made for missed days.

- The Market will take place in all weather conditions. Vendors are responsible for their own shade and rain cover.

#### *Eligibility of Vendors*

In keeping with the mission of the Poughkeepsie Main Street Farmers' Market, priority will be given to vendors that are bona-fide farmers and/or producers of homemade products from locally-grown or -produced agricultural products. Bona-fide farmers and producers are those that grow or use agricultural products grown within a 100 mile radius of Poughkeepsie, NY. Vendors of applicable products that accept the EBT and FMNP programs and comply with their requirements will also be prioritized. Preference will also be given to vendors from Dutchess and Ulster counties. The use of the Market is restricted to growers and vendors whose participation is approved by the Market Manager. The Market is intended to be, first and foremost, an agricultural market that sells local food products. The admission of non-food vendors is subject to approval by the Market Manager and may not exceed 50% of the total space allocated. Priority for non-food vendors will also be given to producers, those who make the product that they sell. Only one non-food vendor per category of product will be admitted to the Market. The Market Manager reserves the right to ask non-food vendors to come on a bi-weekly or less frequent schedule (e.g. monthly), at his sole discretion, in order to maintain a balanced offering of products at the Market.

For food vendors, those who make a full season commitment will be prioritized for admission to the Market. For non-food vendors, those who make a commitment to a regular schedule will be prioritized for admission to the Market. Food and non-food vendors that miss more than one scheduled market per month may be asked to leave, at the discretion of the Market Manager, to make space for more committed vendors.

New vendors admitted to the market will have a 30 day trial period. This provides an opportunity for the Market and the new vendor to assess the vendor's participation in the Market. After 30 days, at the Market Manager's discretion, the vendor may be asked to complete an application to become a regular vendor or to discontinue selling at the Market. Similarly, after 30 days, the vendor may decide to continue or discontinue selling at the Market.

All vendors must have proper licensing. Vendors must be in compliance with all federal, state and local health and other applicable regulations and food safety requirements, including handling, permitting and inspection of prepared foods, meat and dairy items. For New York State (NYS), requirements include, but are not limited to the following:

- Vendors selling taxable items must have a valid NYS Certificate of Authority available for inspection.
- Vendors selling nursery and greenhouse crops must have a valid NYS Nursery License available for inspection.
- Vendors selling processed foods, prepared foods, and other perishable items shall do so in compliance with the requirements of the Health Department and the Department of Agriculture and Markets.
- Vendors selling by weight must have scales approved by the County Department of Weights and Measures. Vendors selling by volume must use standard size containers (e.g. pint, quart, etc.)
- Vendors selling wine must have a valid NYS Winery License available for inspection.
- All prepackaged items, such as baked goods, must be labeled in accordance with NYS labeling requirements.
- Produce cannot be advertised as organic unless it has been certified by a recognized independent third party certifying agency. Certificate must be available for inspection.
- No live animals may be sold or given away at the Market.

Vendors must have a sign clearly showing their name and location. Displays should be set up such that they do not block customer walkways nor pose any other hazard to customers. Sites should be kept neat and clear of obstacles, litter and debris. Products offered for sale must be of good quality and condition. All produce and products for sale should be priced clearly. Vendors should treat customers in a courteous manner, and must not practice any form of discrimination.

All vendors must report their weekly gross sales, a breakdown of sales by currency (i.e. food stamps/SNAP; FMNP; debit/credit) and estimated number of customers to the Market Manager. Sales and customer figures are used to track the success of the Market and to correlate traffic with events and weather. Sales figures will be kept confidential. Collection of NYS sales tax is the responsibility of the vendor.

Site fees are as specified on the vendor application. Full season flat fees must be paid in full by opening day in order to set up. Week by week flat fees must be paid at the beginning of the Market day. Percentage of sales fees must be paid at the end of the Market day. Site fees cover collective market expenses, including Market insurance, publicity and management costs. Site fixtures (tents, tables, etc.), equipment, supplies and displays and farm general and product liability insurance are the responsibility of the vendor.

#### *Eligibility of Products*

A minimum of 50% of the products sold by a farm or food vendor must have been made or produced by that vendor. A vendor may be an owner-producer or a substitute who is a knowledgeable representative that has been involved with the production of the product, such as an employee, apprentice or intern. Two vendors may choose to share a site and pay the applicable fee (see application), but sites may not be sublet. Only the following food products may be sold:

- Vegetables and herbs grown from seeds, sets or seedlings
- Fruits, nuts, or berries
- Bulbs or plants grown from seed, seedling, transplant or cutting
- Eggs, meats, and dairy products
- Honey, honey products, maple syrup and maple products
- Locally-produced baked goods (by 2010, these should collectively include at least 3 ingredients – from among all products offered – that are sourced within 100 miles of Poughkeepsie, NY)
- Locally-produced prepared foods (by 2010, these should collectively include at least 3 ingredients – from across the entire menu – that are sourced within 100 miles of Poughkeepsie, NY)
- Locally-produced preserves, pickles, relishes, jams, sauces and jellies (by 2010, these should collectively include at least 3 ingredients – from among all products offered – that are sourced within 100 miles of Poughkeepsie, NY)
- Locally-produced wine, cut or dried flowers.

#### *Accountability*

Any complaint by a vendor should be addressed in writing to the Market Manager and the Poughkeepsie Farm Project. Written complaints will be investigated.

The Market Manager will notify vendors and the Poughkeepsie Farm Project of any violations of the Rules and Regulations. The violations will be reviewed and a determination of consequences appropriate to the offense will be made, including warnings, fines and termination of the vendor's rights to sell at the Market. The vendor may appeal such a decision in writing.