



The Poughkeepsie Farm Project

Connecting Food, Farm, and Community

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The Poughkeepsie Farm Project

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To: Mid-Hudson Valley Growers and Vendors

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 vendor fees – the 2010 full-season flat fee of \$300 reflects a savings of \$165 over week by week rates, and an additional \$50 discount is available for vendors who pay in full by May 1st (a savings of \$215 in total!). Vendors can opt to pay a percentage of sales instead of a flat fee. New vendors can pay a nominal flat fee for a 30 day trial period, which provides an opportunity to assess the market's potential for their product.
- Variety of farm products and prepared foods represented
- Multiple currencies accepted – debit/credit cards, food stamps/SNAP via electronic benefits transfer, and 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



Thank you for considering joining the Poughkeepsie Farmers' Market for the 2010 season! As we plan the 2010 market, we look forward to building on this success – with your participation.

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
(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 Application Form

Farm/Business Name: _____

Contact Name: _____

Mailing Address: _____

Address of & Directions to Farm/Business: _____

Telephone #s: _____

E-mail Addresses: _____

Farm/Business Website: _____

NY Sales Tax ID #: _____

1. **PRODUCTS:** What do you intend to sell at the Market? Please list ingredients and raw materials, if applicable. Note that product sales are subject to the Rules and Regulations. The Market Manager reserves the right to do spot visits and farm/business inspections to ensure that the products sold are in compliance with the Rules and Regulations.

2. **SCHEDULE:** The 2010 season runs Fridays from 10AM to 3PM from June 4th to October 29th. If the products you offer for sale do not allow you to participate for the entire season, please indicate when you plan to start coming to the Market and when you will finish.

I plan to attend the Market for the full season.

I will start attending the Market on _____.

I will finish for the season on or about _____.

I wish to participate in the Farmers' Market Nutrition Program (FMNP) so that I will be eligible to accept FMNP coupons for my produce. I understand that FMNP coupons can be used only for fresh, locally-grown produce. I understand that to be eligible, at least 50% of the produce volume I sell must be grown by me.

I wish to accept EBT/Food Stamps/SNAP at the Market for qualified products. I will follow the EBT regulations as explained to me by the Market Manager.

I wish to accept payments made by debit or credit card through the Market's central terminal. I will follow the procedures as explained to me by the Market Manager.



Poughkeepsie Main Street Farmers' Market

Please circle any of the dates below if you know you will **NOT** be able to attend the Market that day. This will help the Market Manager plan for spacing and events.

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:** Vendor fees fund operating expenses of the Market. The following is the fee schedule for the 2010 season. There is a \$25 non-refundable application fee due with the application, which will be applied to the vendor fees if you are accepted. The 2010 season is 22 weeks long. **As reflected in the rates below, vendors who pay in full by May 1st and choose the full season option pay \$215 less than the week by week fee (full season vendors who pay in full by May 1st receive a \$50 discount).**

PLEASE CIRCLE THE OPTION YOU PREFER.

	Option 1a: Full Season <i>Flat Fee</i> SINGLE VENDOR	Option 1b: Full Season <i>Flat Fee</i> TWO VENDORS IN SHARED SPACE	Option 2: Full Season <i>Percentage of Sales</i>	Option 3: Week by Week <i>Flat Fee</i>
10' x 10' space	<i>Paid in full by May 1st:</i> \$250 (\$225 + \$25 application fee) <i>Paid in full after May 1st:</i> \$300 (\$275 + \$25 application fee)	<i>Paid in full by May 1st:</i> \$300 (\$150 per vendor = \$125 + \$25 application fee) <i>Paid in full after May 1st:</i> \$350 (\$175 per vendor = \$150 + \$25 application fee)	5% of gross, pre-tax sales per week (\$10 minimum) + \$25 application fee	\$20 / week + \$25 application fee
20' x 10' space	<i>Paid in full by May 1st:</i> \$375 (\$350 + \$25 application fee) <i>Paid in full after May 1st:</i> \$425 (\$400 + \$25 application fee)	n/a	n/a	\$25 / week + \$25 application fee

Do you need to sell out of your vehicle? Yes No

The length of the vehicle I will bring to the market each week is _____ feet.

I, the undersigned, verify that all information I have provided about my farm and products for sale is true and accurate. If I am accepted as a vendor at the Poughkeepsie Main Street Farmers' Market, I:

1. agree to pay vendor fees in accordance with the option I selected, and understand that the payment of vendor fees shall not create any property rights.
2. agree to abide by all of the Rules and Regulations, and understand that failure to comply with the Rules and Regulations could result in dismissal from the Market.
3. will operate my sale area in a safe and courteous manner.
4. will cooperate with the Market Manager.
5. will not sublet or loan my space.
6. will become familiar and comply with all applicable health codes and regulations as described in the Rules and Regulations and the NY State Regulations, *prior to offering any products for sale.*
7. understand that individual product and general liability is my responsibility and thus release the Poughkeepsie Main Street Farmers' Market, the Market Manager, the Poughkeepsie Farm Project and the Poughkeepsie from liability.

Vendor Name (please print)

Vendor Signature

Date

Please include the following with your application:

Proof of general liability in the amount of \$1 million dollars (including off farm liability) and product liability insurance coverage naming the Poughkeepsie Farm Project (the Market manager) and the City of Poughkeepsie (the Market co-sponsor) as additional insured parties. A certificate must remain on file with the Market Manager.

Copies of all licenses and/or permits necessary for the types of products you are planning to sell, i.e. Board of Health permits, nursery license, etc.

\$25.00 non-refundable application fee, to be applied to vendor fees upon acceptance to the Market.

The application deadline is May 1st.

Submit completed application along with your \$25 non-refundable application fee and relevant documents to the address below. Include your vendor fees now or have them postmarked by May 1st to receive the discounted rate.

Please make checks payable to: PFP (with "Farmers' Market" in memo).

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.