

Northfield Farmers' Market | Northfield, Vt

northfieldfarmersmarketvt@gmail.com | northfieldfarmersmarketvt.org | Facebook: [NorthfieldFarmersMarket](https://www.facebook.com/NorthfieldFarmersMarket)

2017 SUMMER VENDOR APPLICATION & FEES

Every Tuesday, May 9 - Oct 10, 3:00 - 6:00 pm, Northfield Common

Name(s) of Owner(s): _____

Name of Farm or Business: _____

Mailing Address: _____

Phone or Email: _____

Website: _____

Facebook: _____

Select vendor rate:

Seasonal Rate: \$75.00
Seasonal vendors are expected to vend at every market date during the summer.

Day Rate: \$10.00/mkt
Please indicate which day(s):

PRODUCT(S) DESCRIPTION**

Please indicate which products you plan to bring to the Northfield Farmers' Market by using the following codes: **Y=Definitely, primary crop/product; M=Maybe, minor crop/product.**

If completing this form digitally, please check all items you plan to sell.

- | | | |
|--|--|--|
| <input type="checkbox"/> Mixed Vegetables | <input type="checkbox"/> Chicken | <input type="checkbox"/> Jams, Jellies, Relishes, etc. |
| <input type="checkbox"/> Sweet Corn | <input type="checkbox"/> Turkey | <input type="checkbox"/> Baked Goods |
| <input type="checkbox"/> Potatoes | <input type="checkbox"/> Beef | <input type="checkbox"/> Cut Flowers |
| <input type="checkbox"/> Herbs | <input type="checkbox"/> Lamb | <input type="checkbox"/> Dried Flowers |
| <input type="checkbox"/> Vegetable Seedlings | <input type="checkbox"/> Pork | <input type="checkbox"/> Perennials |
| <input type="checkbox"/> Blueberries | <input type="checkbox"/> Dairy (cow) | <input type="checkbox"/> Annuals |
| <input type="checkbox"/> Raspberries | <input type="checkbox"/> Eggs | <input type="checkbox"/> Flower Seedlings |
| <input type="checkbox"/> Strawberries | <input type="checkbox"/> Goat products | <input type="checkbox"/> Maple Products |
| <input type="checkbox"/> Apples | <input type="checkbox"/> Honey | <input type="checkbox"/> Prepared Foods |
| <input type="checkbox"/> Other Tree Fruits | <input type="checkbox"/> Cider | <input type="checkbox"/> Crafts/Jewelry |

Other Product/Additional Details _____

**Allowable Items: All items must be grown, made, or crafted by the vendor. Vermont products including produce, nursery stock, meat, eggs, dairy, baked goods, beer/wine (sampling or bottled sales only - no consumption is allowed), prepared foods and crafts are all eligible for sale at the market.

SIGNATURE & APPROVAL

Please submit your application and applicable fees to:

Northfield Farmers' Market, PO Box 321, Northfield, VT 05663 or email to northfieldfarmersmarketvt@gmail.com

All applications are subject to Board approval. Submission of this application and payment of Vendor Fee does not guarantee acceptance. You will be notified by phone or email when and if your application is approved. Your fee will be returned to you if your application is declined. Any application that is not approved by the Market Manager will be forwarded to the Board for review.

I have read and agree to comply to the Northfield Farmers' Market Rules and Guidelines.

Signature: _____ Date: _____

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2017 Northfield Farmers' Market Rules and Guidelines

Membership/Fees

- The summer vendor fee is \$10 per market as a day vendor or a \$75 rate for the entire season.
- The winter vendor fee is \$15 per market (day vendor) or \$60 for the entire season.
- Membership is open to all vendors participating in the market that are paid in full and have attended at least 16 markets annually. Membership confers one vote at the annual meeting, which is typically held in the spring.

Attendance

- Seasonal Vendors are expected to attend all markets.
- If a seasonal vendor is unable to attend a market or will be arriving after 3:00 p.m., please contact Market Manager by 10:00 a.m. on Tuesday (day of market).
- If a seasonal vendor has not communicated with the Market Manager and arrives to the market later than 3:00 p.m., their location may be forfeited to another vendor for that week only. In this case, the Market Manager will help the seasonal vendor to find a temporary location for that week.
- Day Vendors/Half-Seasonal are expected to let the Market Manager know that they will be attending a market by 10:00 a.m. on Tuesday (day of market). Day vendors are expected to check in with the Market Manager every week for a location assignment, which may vary from week-to-week depending on circumstances.
- Communication with the Market Manager (northfieldfarmersmarketvt@gmail.com) is very important for a well-run market.

Set up

- Seasonal Vendors with a pre-agreed upon location assignment from the Market Manager may set up beginning at 1:30 p.m. on the day of the market.
- Day Vendors may arrive at 2:00 p.m. on the day of the market and must check in with the Market Manager to receive location assignment.
- To ensure market opening is at 3:00 p.m., all vendors must arrive by 2:30 p.m. (unless provided another arrangement with the Market Manager) in order for ample time to set up.

Tent Safety

The Northfield Farmers' Market encourages all vendors to secure their tents with stakes and/or weights to ensure the safety of customers, other vendors and to be prepared for the quick changes in Vermont weather.

Market Data

All vendors will be asked to anonymously report gross sales to the Market Manager at the end of each market for market growth analysis. This information remains confidential and is not shared with other vendors.

Insurance/Liability

The Northfield Farmers' Market has a limited liability insurance plan. This insurance does not cover product liability for individual vendors or liability for personal damages caused by your market display. Vendors are responsible for obtaining liability insurance, licensing and/or certification required for products sold. Please refer to the following links in facilitating that applicable regulations are met:

http://healthvermont.gov/enviro/food_lodge/food_lodge_guide.aspx
http://agriculture.vermont.gov/food_safety_consumer_protection

Allowable Sale Items

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Help Us, Help You Get More Market Customers!

Social Introduction

- website: <http://www.northfieldfarmersmarketvt.org/>
- Facebook: <https://www.facebook.com/NorthfieldFarmersMarket/>
- email: northfieldfarmersmarketvt@gmail.com

Vendor Participation

The Northfield community is small and the Northfield Farmers' Market is run by volunteers, so a successful market begins and ends with vendor outreach and participation to increase customers and sales. A little from everyone goes a long way.

Wait, what if my business/farm isn't on Facebook?

That's ok. Here's four things you can do:

1. Email customers, friends, family about the Northfield Farmers' Market. Dates and times.
2. Announcements on Front Porch Forum.
3. Send photos and details about special products/goods to us at northfieldfarmersmarketvt@gmail.com.
4. Tell everyone you know. If you live out of town, we can send you a market poster to share with your local businesses.

What else can I do?

Photos are one of the greatest assets in today's social environment.

- **Share with us:** We all take photos. Send photos of your products, crop collecting, or anything that captures your business/farm and goods that you bring to the Northfield Farmers' Market. Send photos to us at our email address. Please include descriptions.
- **Share yourself:** If your business/farm is active on Facebook, post your photos and tag Northfield Farmers' Market. We will share your posts. You should also "Like" the Northfield Farmers' Market page and help us share events and other market news.

When to share? A few days before the market.

- **Our schedule:** Each week leading up to the market, we will be posting your photos, product specials, and other information for that upcoming market. This is a time for us to showcase your business/farm, so if you'd like to take advantage of this "free" advertising service, please send us photos and details at northfieldfarmersmarketvt@gmail.com. If we don't hear from you, we assume you have your own methods of advertising/customer outreach.
- **Your schedule:** It's your business/farm, so you should make every effort to promote your product(s). The Northfield Farmers' Market Facebook page is closely monitored and will repost and "like" your content as seen. In return, please help us promote each market by sharing our events and/or emailing photos to us during the week leading up to the market.

Where Do We Advertise?

- Facebook
- Front Porch Forum
- The Northfield News
- The World
- Community TV Channel in Northfield (Channel 7)
- Local Businesses
- Have ideas? Let us know.

