

New North End Farmers Market Outdoor Season of 2014

VENDER WELCOME KIT



* Is your zip code 05408? If so ask for your Healthy Neighbor Bonus Pack

NEW NORTH END FARMERS' MARKET
Jim Holway, Market Manager, [c] 802 310-6065 [h] (802) 865-4471
P.O. Box 3149 | 63 Loaldo Drive | Burlington VT 05408-3149

WELCOME 2014 VENDOR

Dear Valued Partner:

That's right, we are partners in a sense. We must work well together In order that our patrons, this market and especially you get the most out of a mission of getting healthy and enjoyable goods to our friends, family and neighbors.

As your new Market Manager, I would like to personally welcome you in joining with me in taking the opportunity to provide fresh local produce and other goods that keep our community healthy, happy and well feed.

Happy birthday to us!! Thank you for being the **New North End Farmers Market** this year! We passed the decade mark and are working into the next. Started in 2002, and each year we have achieved a larger, more devoted following. The popularity of farmers markets have been growing (excuse the pun).

We are always looking to expand our offerings, so if you know of any other vendors, feel free to copy the cover sheet that has all the contact information. I like email best! We look forward to hearing from you, and working together this year!

Feel free to contact us with any thoughts and questions!

Warmly,



Jim Holway, Market Manager

Burlington New North End Farmers Market Guidelines 2014

INTRODUCTION

The Burlington New North End Farmers Market provides a local outlet for producers, advertising and promotion. You must provide your own tables, chairs, tablecloths, signs, money for change, legal-for-trade scales (that have been inspected) and shopping bags. The market manager is a volunteer, and runs the market with constant input from vendors. The market tries to serve the New North End community with as many food essentials as possible. We try to maintain a balance between farms and prepared food with a few craft artisans. The formula that has worked is 50% farms and 50% prepared foods. The Burlington New North End Farmers Market has proven to be most successful as a food market.

SCHEDULE

The market is held at 925 North Avenue on the lawn of the Elks Lodge in the New North End every Thursday from the end of May through the last Thursday in September. For 2014, the dates are May 22nd through September 25th.

The area is made available to the market through a contract with the Elks Lodge. The market opens at 3:30 and ends at 6:30 pm. Unloading and set-up may begin at 2:30 pm.

PRODUCTS SOLD

Items sold are limited to locally produced products. All produce, prepared foods, craft artisans should be of high quality. All vendors must be residents of Vermont for a majority of the year.

The following items may be sold at the market:

- ³⁵/₁₇ Fresh produce, maple syrup, honey, meat, herbs, eggs, flowers and other fresh agricultural products.
- ³⁵/₁₇ Baked goods, home-canned garden foods, jams and jellies, ready-to-eat meals, liquid refreshment
- ³⁵/₁₇ Crafts especially those associated with food including bowls, cutting boards, aprons.

The Burlington New North End Farmers Market exists to facilitate a link between local producers and consumers. To that end, we only allow the sale of producer-grown or made goods. The market is primarily food focused including fresh agricultural produce as well as prepared food products. The market is currently open to craft but not as a majority of the market. The following vendor guidelines apply:

- ³⁵/₁₇ An **agricultural vendor** is defined as follows: a vendor who sells food, plants or flowers that were grown in Vermont by the vendor or the vendor's employees and may be food made from these items. These vendors make up 50% of the market vendors.
- ³⁵/₁₇ A **prepared food vendor** is defined as follows: a vendor who sells ready-to-eat food or drink prepared by the vendor in Vermont. These vendors make up a majority of the other 50% of the market vendors. For information concerning a home baking license, fair stand license, or home catering licenses, contact The Food and Lodging Program at 1-800-439-8550.

³⁵₁₇ A craft vendor is defined as follows: a vendor who sells items crafted in Vermont by the vendor or the vendor's employees. These vendors will make up a minority of the vendors.

STATE LAWS

Vendors shall comply with all rules and regulations of the State of Vermont, and the City of Burlington relating to the products they sell (State ID Tax #, sales tax, labeling and processing laws, etc.). In addition, agricultural and prepared food vendors are required to carry product liability for their products. For information concerning a Business Tax Number contact the Vermont Department of Taxes at 802-828-2551 or visit their website at www.state.vt.us/tax/

Produce vendors must use legal-for-trade scales. The State of Vermont Department of Weights and Measurers will inspect scales at random throughout the season. Contact the Customer Assurance Division of the Agency of Agriculture at 802-828-2436 to get your free scale inspection.

Vendors shall comply with all rules and regulations of the State of Vermont and the City of Burlington relating to the products they sell (including but not limited to: State ID TAX#, sales tax, labeling, and processing laws, etc.) Prepared food vendors will be given a packet regarding food safety. Although the market does not enforce state rules and regulations, the market will provide a packet with helpful information and requires that you sign after receiving it.

VENDOR SPACES

Vending spaces for all members are as follows: You have up to 10 feet frontage space along the designated row for the market. Each vendor must maintain a tidy display on all sides of their display area. Tablecloths extending to the ground are recommended. All displays and signs should be appropriate and in keeping with the spirit of the market. Each market day your space must be cleared of debris when you leave. Any significant amount of debris should be taken home with the vendor.

2014 Guideline & Market Details

The New North End Market's official address is: _____

Burlington New North End Farmer's Market, Inc.

Jim Holway, Market Manager

PO Box 3194

Burlington, VT 05408-3194

Phone Number _____

802-865-4471

Email _____

newnorthendmarket@hotmail.com

Fees, Applications & Contracts _____

Full-season vendors must sign a contract agreeing that you will attend at least 75% of the market dates, which will be sent to you upon your acceptance in the market, and turned in to the Market Manager with Space Rental Fee by mail no later than Friday May 16, 2014.

All other vendors must fill out the application as well as pay the Space Rental Fee by mail no later than May Friday 16, 2014 or in person at the first market you attend if you commit to the market after the deadline has passed. There will be a late fee of \$10 or \$5 if you commit to the full season.

Vendor acceptance is set by the Board or as delegated to the Market Manager.

Useful Numbers

Vermont Agency of Agriculture

Dairy Products, Food & Markets Division: 802-828-2433

Eggs, Consumer Assurance Division: 802-828-2436

Scale Certification, Consumer Assurance Division: 802-828-2436

Labeling Products, Consumer Assurance Division: 802-828-2436

Meat or Poultry Products, Meat Inspection Service: 802-828-2426

Vermont Department of Health

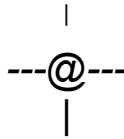
Home Baking, Fair Stand, Home Catering Licenses, Food & Lodging Program: 1-800-439-8550

Vermont Department of Taxes

Business Tax ID Number: 802-828-2551

APPENDIX

Each of the pages that follow MUST be filled out and mailed by regular mail – Stamp date no later than May 16th



1. *The Vendor Application. We may have limited space so we need to get your complete Application in as early as possible. Applications received by May 9th will receive a 10% Discount of a Full Season*

NEW POLICY: If you are not at the market, your customers buy elsewhere.

!!-- YOU CAN LOOSE YOUR SPOT --!!

Empty spots hurt your business and the Market

Email confirmation NO LATER THAN NOON on TUESDAY PRIOR ***

New North End Farmers Market 2014 Vendor Application Form

Jim Holway, Market Manager
New North End Farmers Market Manager
PO Box 3194
Burlington, VT 05408-3194

PHONE: 802-865-4471
EMAIL: newnorthendmarket@hotmail.com
Located at Elks Lodge North Avenue

Thank you for being interested in joining the New North End Farmers Market this year! We are entering our 11th year, and each year we have achieved a larger, more devoted following. We are always looking to expand our offerings, and if you know of any other potential vendors, feel free to make copies of this form and pass it out. We look forward to hearing from you, and working with you this year! Feel free to contact us with any and all questions!
- Jim Holway, Market Manager

Name of Business (if applicable): _____

Name of Vendor: _____

Address: _____

City, State, ZIP: _____ Website: _____

Phone: _____ Cell: _____ Email: _____

Vendor EIN #: _____

Liability Insurance Carrier & Policy Number: _____

Products you intend to sell (be specific): _____

Vendor Category: Agricultural Products Prepared Food Crafts

Each Vendor Space is a 10'x10' area. Please indicate what your expected commitment is for the season below. No money is due at this time.

	Space Rental Fee	Conditions
<input type="checkbox"/> Full Season (19 weeks)	\$125.00 _____	Must attend 75% of the market dates.
<input type="checkbox"/> ½ Season (9 weeks)	\$ 90.00 _____	Attendance need not be consecutive.
<input type="checkbox"/> 3-market Trial	\$ 25.00 _____	Markets must be consecutive.

You will be contacted by May 9th or sooner to let you know if you were selected to be a vendor. Space rental fee payments will be due by May 16th. Thanks for your interest!

All checks should be made out to New North End Farmers Market

The market is every Thursday from 3:30 – 6:30 pm. You are free to set up starting at 2:30 pm.

Located at 925 N. Avenue – Elks Lodge

The first market is scheduled for Thursday, May 22, 2014, from 3:30-6:30 pm

The last market is scheduled for Thursday, September 25, 2014, from 3:30-6:30 pm