

2019 Auburn Farmers and Cultural Market Application -Page 1

Dear Vendor,

We are pleased that you are interested in the Auburn Farmers and Cultural Market. We set out and achieved our simple goals last year: provide fresh local foods, support local farms, educate the community about healthy food options, and ... have fun! The wonderful abundance of great locally grown and produced foods, enthusiastic customers, and picture perfect location at the Dr. Arthur and Dr. Martha Pappas Recreation Complex made it a very special event for our town.

We know our success is only possible with the participation of great vendors like you. And the bottom line is that great vendors will only come if this event is profitable and friendly to your business needs. We welcome your participation, and we will work with you each step of the way to make sure the process is clear and understandable.

Kindly complete the enclosed application forms carefully. Please be very specific, including detail on the variety and products that might set you apart from other vendors. If necessary, feel free to use the back side of the application to complete your answers, and of course do not hesitate to ask questions. We have included detailed market policies (pg 5 - 8). Please review and contact the Market Work Group if you have any questions.

The following materials can be found in our application packet:

1. The market application to be turned in by June 18, 2019
2. An Insurance Verification Form, required by the Town for all seasonal vendors
4. The Board of Health Food Permit Form
3. The Auburn Farmers and Cultural Market Policies which all vendors are expected to follow

References are available from current and past vendors if you would like.

Thank you again, and we are eager to work with you!

Sincerely,

The Auburn Farmers and Cultural Market Work Group

1. Check circle appropriate category:

Farmer / Agricultural Product

Baker

Florist

2. Vendor Information:

Business Name:

Primary Contact:

Mailing Address:

Telephone:

Cell:

E-mail:

**Business website
(if applicable):**

May we list this on the

Auburn Farmers and Cultural Market website?

Yes

No

3. Please check your availability. List items you intend to bring to the market. Please be as specific as possible, using the back of this sheet if necessary. Please remember that we are a producer only farmers market with the important exception that we allow each farmer the ability to partner with other farms (see pg 6).

DATES:

ITEMS:

June 20th_____	
June 27th_____	
July 11th_____	
July 18th_____	
July 25th_____	
Aug 1st_____	
Aug 8th_____	
Aug 15th_____	
Aug 22nd_____	
Aug 29th_____	

4. Do you currently sell, or plan to sell, at other farmers markets? If so, where and when?

5. Farmers are permitted to bring and sell produce or products grown from other local farms with prior approval from the Market Work Group. Will you be taking advantage of this rule, and if so, what farm item(s) would you like to bring to the market? Be sure to include the name of the farm from which the item(s) will come.

6. Is there anything else you would like to share with us about your business or farm? For instance, do you host or participate in any festivals, or special events throughout the market season?

Policies Acknowledgment

I have read and understand the Auburn Farmers and Cultural Market Policies and agree to the terms set forth therein.

Signature

Date:

INSURANCE [VERIFICATION OF LIABILITY COVERAGE]

Please provide a copy of your insurance certificate naming Auburn Farmers and Cultural Market as a certificate holder and complete the information below.

I confirm that I have secured a General Liability Coverage policy for my own operation at the AUBURN FARMERS AND CULTURAL MARKET.

Insurance Company:	
Policy Number:	
Your title:	
City, State & Zip Code:	
Telephone:	
Cell:	

Signature:

Date:

Print Name:

PURPOSE : POLICIES of 2019 Auburn Farmers and Cultural Market

The purpose of the Auburn Farmers and Cultural Market, hereinafter “Market” is:

- To provide fresh, local food directly from farmers to consumers.
- To help the local farming industry to remain healthy.
- To educate the community about culture, and healthy and sustainable living.
- To provide a social experience that builds community.

MARKET LOGISTICS

- **Location and Time:** The Market will be held on every Thursday from June 20th to August 29th from 4:00 p.m. to 8:00 p.m. The Market will be open rain or shine, and all vendors are expected to stay for the entire market day if the Market is open.
- **Bad Weather Policy:** The Market will be open rain or shine. Vendors are expected to stay for the entire duration of the Market. If the Market Work Group determines that the weather is unsafe, or in the event of thunder or lightning, the Market may be closed or delayed. The Market Manager will tell the vendors if the Market has been closed, and the closing bell will be rung. Only if the Market has officially been closed by the Market Manager may vendors drive their vehicles to vendor locations for pack up.
- **Vendor Fees:** The implementation of a vendor fee will be researched and may be considered for the 2020 season.
- **Management:** The Market shall be managed by the Auburn Farmers and Cultural Market Work Group, under the Town of Auburn Recreation and Culture. The members of the Auburn Farmers and Cultural Market Work Group include: Jordan Bruso, Eileen Dyson-Alexander, Kristen Pappas, Kati Peschiera, Brenda Salvi, Joe Spano, and Kelley Willard, and hereinafter are called “Market Manager.” On each Market day, there will be at least one Market Manager available at all times to address concerns about the Market.
- **Health and Food Codes:** All Regulations and fees for vendors with prepared foods or time/temperature control for safety (TCS) food will be managed by the Auburn Board of Health (BOH). The BOH has a separate form that you will need to submit in conjunction with your application. Please understand that other markets/towns may apply the state food regulations in different ways. The Auburn Board of Health follows the rules precisely, and your respect of this process is expected. It is expected that whoever is managing the vendor tent is aware of the food regulations. Your Food Permit must be displayed at your tent in view of all customers. If you have any questions regarding this process, please contact the Market Work Group.

- **Meat and Refrigerated Products:** All meat and refrigerator products that a vendor seeks to bring to the market must be pre-approved by the Auburn Board of Health. Each vendor is required to ensure that their products meet all FDA and USDA requirements and that each product is kept in accordance with Federal and State temperature regulations. The products and temperature will be subject to inspection throughout the Market.

PRODUCTS

For purposes of the Market, the following definitions shall apply:

- **Local:** Within Auburn, Massachusetts or the 75 mile radius surrounding Auburn, Massachusetts.
- **Producer Only Farmers:** Any product derived solely from a vendor's farm or partnership farm.
- **Fruits and Vegetables:** All fruits and vegetables must be planted, cultivated, and harvested by the farm or on the farm of the vendor. (With the exception of farm partnership items)
- **Baked Goods:** Baked goods must be prepared and/or produced by the vendor. Local ingredients should be used whenever possible and available. (With the exception of farm partnership items)
- **Processed Farm Products:** Products such as Cider, Maple products, or Honey must 1) be processed by the farm; OR 2) contain a substantial portion of the farm's raw product in final product if produced elsewhere. (With the exception of farm partnership items)
- **Animal Products:** Animal products, including cheese, milk, and meats, must be from animals on your farm. (With the exception of farm partnership items)
- **Bakery Items:** Products sold by bakers must be locally produced by the artisan and local ingredients shall be used whenever possible. No imported or resale items shall be sold as a farm product. (With the exception of farm partnership items)
- **Farm Partnership Items:** Each vendor shall be permitted to bring to the Market products that are produced by other local farms or producers. The intent of this partnership is to complement or supplement the core offering of the vendor. These products and their origins must be disclosed to the Market Work Group prior to sale at the Market. The Market Manager retains the right to deny permission for the sale of a product from an outside vendor/producer if the Manager feels that the product violates the intent of the Market.
- **Other Items:** Other items offered at the Market shall be reviewed and accepted by the

Market Work Group prior to being offered for sale.

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VENDOR POLICIES

- **Vendor Make-Up:** The primary vendors at the Market shall be full season vendors made up of local farms selling locally produced vegetables, fruits, and plants. Supplemental vendors may include vendors of baked goods, meats, pet products, and non-profit groups. The Market Work Group retains the right to decline the application of vendors in order to ensure that there is a competitive and balanced market for both the vendors and customers.
- **Special Vendors:** The Market allows Non-Profit community groups to participate in the Market. These groups are encouraged to provide both educational and hands-on activities, in addition to fundraising activities for regular and special market days. All requests for Non-Profit participation must be scheduled and coordinated with the Market Work Group.
- **Local Vendors:** The Market shall designate one or more vendor spaces to be a local booth that can be reserved on a weekly basis. The Market Work Group retains the right to deny the sale of goods that do not meet Market qualifications. The local vendors must complete an application and coordinate with the Market Work Group for scheduling.
- **Space Allocation:** Vendor spaces shall be determined by the Market Work Group prior to the opening of the Market in June and each Market week. Adjustments may be made for special events or circumstances.
- **Absences:** All vendors are expected to come to each market day for which they are scheduled. If there is an unexpected absence, the vendor must contact the Market Work Group before the start of the market day (24 hour notice). Vendors who fail to follow this policy are subject to forfeit their vendor space for the remainder of the market season. If vendor availability should change, notification to the Market Work Group must occur no later than one (1) week prior to the market day in question.
- **Set-Up:** Vendors shall provide their own tents, tables, and other equipment necessary to ensure a secure and safe selling environment. Each vendor shall be responsible for set-up and clean up and should leave the area clean of any debris.
- **Opening and Closing:** All vendors should arrive at the market 60 minutes before opening of the Market in order to ensure that they are ready to sell five (5) minutes before opening. No sales may take place before the opening of the Market. The opening and closing of the Market will be indicated by the ringing of a bell, and the hours shall be from 4:00 p.m. – 8:00 p.m. (or dusk). If

a vendor must leave prior to closing for any reason, the vendor must inform the Market Manager of this before breaking down.

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- **Signage:** All vendors should identify their business and the price of the product. If a product is not produced by the farm, the vendor shall indicate the source of the product.

In accordance with federal law, only produce certified by the Northeast Organic Farmers' Association (NOFA) as organic may be labeled "organic." All vendors selling products that require Board of Health approval must display their Board of Health Certificate.

- **Parking:** Vendors may not park their vehicles at the vendor site location. Vendors may drive their vehicles into the Market space prior to the Market opening and only after the Market has closed, in order to load and unload their goods. If a vendor violates this policy or drives in an unsafe manner into the Market space, the Market Manager retains the right to restrict a vendor from driving into the Market space or take appropriate actions to protect the safety of all pedestrians. Vehicles should be removed 10 minutes prior to the start of the Market. A designated reserved parking space will be available for all vendors located after the performance pavilion in the parking lot on the left.

- **Insurance:** Each seasonal vendor must carry their own General Liability Coverage policy with a certificate of insurance submitted as part of the annual market application. Any accident or injury at the Market must be reported immediately to the Market Manager.

- **Loss of Privileges:** The Market Manager reserves the right to terminate vendors from participation for failure to comply with the Market Policies.