

Pepperell Farmers' Market at the Town Field

Market Application and Policies – 2010

Hours: 9:00am – 1:00pm Dates: Saturdays July 10, 2010 - October 23, 2010

Our Mission

The mission is to provide the opportunity for the Pepperell community to come together and enjoy shopping for a variety of local fruits and veggies, grains, breads, cheese, eggs, herbs, honey, locally produced meat, and locally produced crafts.

1. Provide an opportunity to “buy local” produce
2. Support farm families, agriculture and the environment
3. Preserve the “country feel” and character of the Pepperell community

Check one: ___ Weekly Vendor, Start date_____ End date_____(if available)
___ Visiting Vendor , Please suggest dates:_____

Name of Farm or Business _____

Contact Names _____

Address _____, _____, _____ Zip
Street City State

Phone (_____)____--_____ e-mail _____

Web site (for advertising)_____

Items to be offered :

_____	_____	_____
_____	_____	_____
_____	_____	_____

You are allowed to bring and sell **(1) item** that is not grown or raised on your farm, but on another local farm, with the approval of the market manager.

Request for Space, please circle size:

12' x12' 24' x12'

I have read the Market Policies and agree to abide by them and the spirit of this Farmers Market:

Signature _____

Mail to: Pepperell Farmers Market
c/o Susan Ventura
40 Prescott St
Pepperell, MA 01463

Questions? Call Renee Cyr @ 978-433-0927 or e-mail marketmanager@pepperellfarmersmarket.com

Market Policies: (Weekly Vendor or Visiting Vendor)

Applications: Those wishing to set up a booth must submit this application to the Pepperell Farmers Market – by **April 30th if you want a booth for the season.** Applications can also be found at www.pepperellfarmersmarket.com

Weekly Vendors and Visiting Vendors - Attendance:

Weekly Vendors: are expected to attend every week unless prior arrangements are made.

Visiting Vendors: Any vendor may apply to attend as a visiting vendor

Fees: Weekly Vendors – upfront payment for entire season \$100 (approx \$8/week for 12 weeks) or \$10/week if paid weekly. ***Checks to be made payable to: Frank Ventura***

Visiting vendors - \$10/week or 10% of gross income (whichever is less).

Product & Price Signage: Each farm and non-farm vendor must post prices for all sale items.

Rain:

The market will be held rain or shine unless serious weather prohibits the safety of vendors and customers. The market manager will attempt to contact the vendors prior to the start of the market if the market is to be cancelled that day. It is up to each vendor to determine if they will attend in inclement weather.

Non-Farm Products (foods, arts & crafts, etc.)

Must be high quality, locally made, taken skill and creativity, and the vendor must add at least 75% of the total value to the product. The product(s) must be complementary to a farmers' market. We may restrict the number of vendors selling similar products (e.g. we restrict bakers to 2). Environmental friendliness is ***strongly*** preferred. Food products should be based on local produce wherever possible. Primary food products must be 100% made by the vendor, however, incidentals like condiments may be purchased.

Coupons:

We recommend that farms be certified to accept Massachusetts Farmers' Market coupons. Contact Lisa Damon at the Massachusetts Department of Agricultural Resources at 617-626-1731, Lisa.Damon@state.ma.us for more information. (Only farms may accept Farmers' Market coupons, and only for fresh produce)

Set up and Stop times:

Vendors may set up 1 hour before the market opens, ***no earlier***. Vendors are not allowed to "Take down" prior to the close of the Market even if they are "sold out". Please adjust inventory accordingly. At the close, all vendors are expected to shut down promptly.

Parking: Vendors may park directly behind their spaces on the town field. Vendors will be directed where to set up by the market manager.

Space assignments: Specific spaces are reserved for weekly vendors. Remaining spaces are assigned. Please check in at the Market Manager's Booth for space assignment.

Misc:

- Space is all that will be provided - vendors must bring everything else needed (tables, chairs, canopies, cash/change, any special equipment, etc.)
- Limited access to running water will be available.
- Very limited access to electrical power will be available.
- Vendors need to make sure that tents or other structures need to be firmly secured in windy conditions
- Vendors are expected to have all equipment off the town field by 3 pm, and are responsible for the removal of all their of refuse
- Vendors are required to follow local Board of Health regulations. This includes, but is not limited to, requirements such as: Hot food must be kept hot, cold food must be kept cold, sampling is not allowed. For other questions please contact the Pepperell Board of Health directly.