



Pepperell Farmers' Market at the Town Field
Market Application and Policies – 2011
Hours: 9:00am – 1:00pm
Dates: Saturdays June 25, 2011 - October 1, 2011

Name of Farm or Business _____

Contact Names _____

Address _____
 Street City State Zip

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

Web site (for advertising) _____

Check one: ___ Weekly Vendor (**\$100 for the season if paid before April 30, 2011 or \$120 for the season after April 30, 2011. Make checks payable to Heather Friend**)
 ___ Visiting Vendor (**\$10/week**) Please list dates: _____

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 Heather Friend
 41 Dow St.
 Pepperell, MA 01463

Questions? e-mail marketmanager@pepperellfarmersmarket.com

Market Policies: (Weekly Vendor or Visiting Vendor)

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

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.**

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 if paid before April 30, 2011 or \$120 for the season if paid after April 30, 2011. **Checks to be made payable to: Heather Friend**
Visiting vendors - \$10/week

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.

WIC 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 and be completely off the field no later than 3pm.

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 required to follow local Board of Health regulations. All processed food must be prepared in a Board of Health certified kitchen. Please include a copy of your kitchen certificate with application.