

New Paltz Open Air Market 2017

MARKET GUIDELINES

Mission:

The mission of the New Paltz Open Air Market (NPOAM) is to provide the community with access to a diverse array of healthy, local, and sustainably grown and produced products; to educate the community about the benefits of local and sustainable agriculture to personal health, the community, the environment, and the local economy; and to support local producers by offering them a retail outlet for their products.

Market Manager:

The New Paltz Open Air Market will be managed by the Market Manager, Ariana Basco, who will be supported by the Market Board. The Market Board will be made up of five people: The Market Manager, a Food Vendor, a Crafts Vendor, and two Volunteers with market management experience.

The NPOAM will operate under the following principles:

- **Locally grown, locally made, farmer grown:** Priority will be given to farmers within a 40 mile radius of New Paltz, New York. If a farmer runs out of a specific item, and a neighboring farmer who meets all other program requirements can provide that item, the contracted vendor may re-sell this product only with advance notice to the Market Manager.
- **Value-added products:** First priority is given to producers who make items out of their own farm-grown produce. Vendors who make items out of locally-grown products that they have purchased will be allowed as second priority in order to give diversity to the Market.
- **Organic, Sustainable, Chemical-Free:** A goal of the NPOAM is to promote food and sustainable growing practices, free from chemical fertilizers, herbicides, and pesticides. Vendors must answer any questions regarding practices, ingredients, and suppliers factually. To keep with the NPOAM principles, priority will be given to farmers and vendors who sell products grown with sustainable practices, free from chemical fertilizers, herbicides, and pesticides.
- **Freshness, Quality, Cleanliness:** Produce and other goods must be as fresh as possible, thoroughly cleaned, and of the highest quality. The Market Manager reserves the right to require the vendor to remove from display any items that are of inferior freshness, quality, or cleanliness.
- **Supporting Local Businesses:** A goal of the NPOAM is to promote our local brick and mortar businesses and create more economic viability in downtown New Paltz. To keep with this goal, we will not be accepting vendors who sell items that would create competition with, or draw business away from already existing businesses.
- **Supporting Community Organizations:** Non-profit or community organizations are invited to participate in the NPOAM. Organizations may not offer items or services for sale (other than memberships).

Roles

Market Manager:

- Establish an operations plan and operating budget for the Market
- Recruit and communicate with vendors to ensure all are familiar with the rules and have a fair opportunity to participate
- Establish and enforce rules and regulations, ensuring the market and all participants are in compliance with State and local law, and to ensure that all concerned are adequately insured
- Ensure smooth and safe operation of the Market
- Establish and collect Market fees
- Determine and arrange the Market's operational schedule and special activities
- Conduct promotional program for the Market
- In the event that a concern or dispute occurs, please direct all grievances to the Market Manager and Market Board.

Vendors:

- Vendors are required to bring their own table, tent and tent weights to each market and are responsible for unloading, setting up and breaking down their stall on their own.
- Be completely set up and ready to sell by the opening time of the Market (10a.m.)
- Must be present for the entire duration of the market.

Logistics

Operating Schedule:

- The NPOAM will run Sundays 10am to 3pm from June 18th through November 19th
- Setup will begin as early as 8:30am and breakdown will end no later than 4:30pm
- All vehicles must be removed from the street by 9:45am

Location:

- The NPOAM will be on Church Street in the Village of New Paltz
- The street will be closed to traffic from the Bistro parking lot guardrail to the corner of Academy street for the duration of the market from setup through breakdown

Clean up:

- The New Paltz Open Air Market location should be left as it is found.
- All items brought in must be carried away.

Booth size and fee:

- The vendor fee is \$20 per market. There are 23 markets in the season. The entire season will cost \$460 per vendor.
- Booth size is 10'x10'
- Fees must be paid by the first market of the month, for the number of markets in that month. (ie: In July there will be 5 markets and so $\$20 \times 5 = \100 due on the first market day of July.)
- Repeated late or non-payment will result in vendor termination at the discretion of the Market Manager. There will be no refunds for non-attendance. Checks can be made out to the Ariana Basco-New Paltz Open Air Market. Cash will also be accepted.
- Vendors who pay for the entire season in advance will receive a 10% discount reducing the cost of the season to \$414.

Signage:

- All vendors are required to display an attractive sign with the name and location of the farm or business in a clear and visible location.
- All items must be labeled, priced properly, and clearly understandable.
- Vendors are encouraged to have business cards, brochures, recipes, or other educational material available for the customers.

Vendor Participation:

- Vendors may participate at the invitation of the Market Manager only. Vendor selection is limited, and determined by product category, and growing and production practices according to the NPOAM principles. Vendors will need to submit a new application each year to participate
- Vendor participation in the NPOAM will be limited to available space and to the needs of the market in accordance with applicable law and its mission statement, in the good faith discretion of the Market Manager.
- Applications may be denied and Vendors may be terminated by the Market Manager at any time and for any reason, consistent with the mission statement of the Market.
- Vendors who would like to participate part time are welcome to as long as it is with consistency and arranged in advance. For example: participation on the 1st and 3rd Sundays of each month.

Attendance:

- The NPOAM operates rain or shine.
- Vendors are expected to attend all dates for which they have committed, unless the Market has been cancelled by the Market Manager. In case of cancellation, the Market Manager will contact each vendor at least by 8:30 a.m. the day of the cancelled Market using the contact information provided to the Market Manager by such vendor. *Please be sure to provide correct contact information, including alternate phone numbers or email addresses.*
- In the event that a vendor cannot attend the Market, the vendor should notify the Market Manager as soon as possible and no later than 8:30 a.m. on such Market Day.
- Failure to attend scheduled Market Days without proper notice given to the Market Manager will be considered an unauthorized no-show. After an unauthorized no-show, the NPOAM has the right to terminate the vendor's participation in the Market.

Hold-Harmless Clause and Insurance:

- Each vendor must carry his/her own liability insurance of \$1,000,000 and must have an insurance certificate on file with the market manager before he/she is allowed to come to the market.
- The insurance certificate must list the Village of New Paltz, 25 Plattekill Ave., New Paltz, NY 12561 and the Town of New Paltz, 1 Clearwater Rd, New Paltz, NY 12561 as certificate holders.
- The certificate must also list as Additional Insured Ariana Basco, 2 Pencil Hill, New Paltz, NY 12561.

Product Guidelines

- Vendors may only bring to the Market and sell items that have been approved by the Market Manager through the Application Form. Revisions are permitted throughout the year by completing the application form and only through approval by the Market Manager.
- Vendors who wish to claim that their produce is organic must provide proof of certification, and display such certification for the public to review.
- Site Visits of farms and production facilities: All vendors shall allow the Market Manager and/or members of the Market Board to inspect their production facilities at any time, with or without notice, to ascertain that products sold are being grown or otherwise produced on-site so as to maintain the integrity of a producer-only or growers' market.

The following products are permitted for sale at the NPOAM:

- **Locally grown or produced** vegetables, fruit, grains, baked goods, cheese, dried or cured meats, eggs, preserves, mushrooms, maple products, honey, herbs, plants, and flowers, wine, spirits, crafts. Other items will be considered on a case-by-case basis and must be made from locally and sustainably grown material.
- **Food Products and Baked Goods:** All prepared and processed food products displayed and presented for sale should be produced by the vendor from scratch in an approved facility and should contain predominantly self or locally grown ingredients. All products should be packaged and labeled in accordance with New York State regulations. Commercially prepared mixes, pastry shells, crusts, fillings, fresh, canned or frozen fruit, or vegetable ingredients that are not from predominantly local ingredients are forbidden.
- **Plants:** Must be grown by the vendor on land owned or operated by the vendor. Vendors should be registered with Cooperative Extension and, if applicable, have the appropriate nursery license on display.
- **Art and Crafts:** Must be made by the vendor or someone that the vendor knows and works with personally.

Adherence to Laws

Vendors are individually responsible for conforming to all applicable Local, State and Federal laws & regulations including but not limited to:

- Vendors selling taxable items should display a valid New York State Certificate of Authority.
- Vendors selling nursery and greenhouse items should display a valid New York State Nursery License.
- Vendors selling by weight should have County approved scales.
- Vendors selling processed foods, prepared foods, and other perishable items should do so in compliance with requirements of the New York State Department of Health and/or the New York State Department of Agriculture and Markets.

- Vendors selling by volume should use standard size containers such as pint, quart, etc.
- Each vendor must also obtain a Peddler's Permit from the Village of New Paltz.
The following link will bring up the application:
<http://www.newpaltzvillage.org/download/Peddlers-Permit-Packet.pdf>
 - You will be applying for a year long permit option. When filling out the form, the date the license is desired for (E) is June 1 2017 through May 31, 2018. Length of time (f) is one year. Location where you will sell from (I) is Church Street. (N) Answer is yes-New Paltz Open Air Market. R through V, answer is no.

The above rules and regulations are subject to change by the Market Manager and Market Board at any time.