

Westfield Farmers Market

Voted in Top 10 Markets by American Farmland Trust

2011 SEASON VENDOR APPLICATION



PO Box 125, Westfield, NY 14787
(716) 326-4000
email: farmersmarket@westfieldny.com

MARKET SEASON runs every Saturday May 28 through September 24th Open 9:00 am - 2:00 pm

Name of Farm/Business _____

Name of Primary Contact Person _____

Mailing Address _____ Contact Numbers _____

Email Address _____

Website _____

Please List the names of others who will operate your booth

In the space below, please give a detailed description of your products & services to be offered.

- Agriculture vendors: Include harvest dates for produce and indicate if an item is organically grown or pesticide-free.
- For all vendors: Describe your proposed setup plan (tables, displays, signs) – include diagrams and pictures where possible.
- For non-food (arts and crafts) please describe your products in detail including how they are created.
- Additional pages/ lists may be attached to this application.

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MARKET DATES. The Market will be in operation every Saturday, 9am to 2pm, beginning May 28th and closing September 24th.

The Westfield Farmers Market (WFM) is a registered market with the State of New York Department of Agriculture and Markets. WFM meets and exceeds requirements from the state for locally produced products and foods (see WFM official rules for more details). All products being sold need to be listed on this application (items can be added during the season).

All WFM Vendors must apply and be accepted prior to setting up and vending. Acceptance will be based on a simple panel review to ensure proper quality, appropriateness of products, and number of similar vendors already accepted.

The WFM Board & the Market Manager reserve the right to prohibit anyone from selling at the Market. Flea market and garage sale items are NOT considered "Farmers Market" related and are not appropriate for this venue. We greatly appreciate your cooperation!

MARKET PARTICIPATION OPTIONS:

A. Market Member: Invest in the full season of the market and enjoy the various benefits.

a. Benefits:

- Excellent location along the high-traffic crosswalk through the park. A 12' x 12' spot will be held weekly in the same location with several feet of frontage for signage and presentation of product.
- Possible newspaper coverage and inclusion in human interest spots in the media.
- Voting rights in annual market meeting

b. Requirements:

1. One-time fee of \$100, fully refundable at the close of the season if all requirements are met. Also, a \$25 marketing fee that is not refundable is assessed to support promoting the market in press and media.
2. Consistent weekly participation in the market. Two absences are permitted, with advance notice to Market Manager is required. For attendance credit, vendor must meet requirements listed on next page (Note: this includes, setting up on time and staying setup through official close)
3. If absences exceed 2 dates, a \$10 fee will be subtracted from the \$100 membership fee for each additional absence.

B. Non-Member: For vendors interested in trying the market for a limited time.

1. No minimum of days commitment required, only application approval prior to the dates interested in attending. Application needs to be received 7 days prior to first market date.
2. A \$5 fee will be collected for each date set, due upon setup.
3. Location will be along the side walkway adjacent to the main diagonal.

C. Non-profit organization: Legal non-profit organizations with review and approval by WFM Board can have access to a 12x12 space on the walkway for free. A separate application is available for interested groups.

Vendors supply their own table, chairs, stand, signage and/or canopy as needed. Please advise if electricity is required for your operation. Vendors supply outdoor extension cord for electricity to their space. **Proper signage, including the name of your booth/farm/product, and clear, individual pricing for each product is mandatory.** Rules and guidelines regarding signage is mandated by New York State and we, as a state regulated market, uphold these guidelines. It is also **strongly** suggested that a canopy is used each week to aid in presentation, comfort and weather contingency. The market will only close the market due to weather when dangerous public conditions occur (i.e. severe thunderstorm/lightening).

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VENDOR WEEKLY RESPONSIBILITIES:

Arrive early enough to be set up & ready to sell by 9:00 a.m. After set-up, your vehicles cannot be parked in places reserved for patrons, such as along Main Street and Portage. Parking spaces available in public lots on Elm St.

1. Maintain sanitary conditions of space & remove waste before leaving.
2. Return your area to original condition & exit the Park by 3:00 pm.
3. Be nice and help your vending neighbors
4. Please notify the market coordinator (minimum two days in advance) if you are unable to show for any date you have committed to.
5. Abide by all pertinent tax, license, permit & liability laws as required by New York State. Note: Kitchens must be certified by Health Dept to sell cooked or baked foods. WFM can provide more information and contacts related to this certification. Processed foods have significant additional requirements.

2011 Market Rules and Regulations will be provided prior to start of market.

Please sign and return this application for review & processing to: WBCC Market Manager PO Box 125 Westfield, NY 14787 or drop off at Village Offices Eason Hall in Westfield. **For seasonal membership:** Upon approval of your current application, the membership fees will be due no later than **May 1st**.

By signing Below I agree to the above responsibilities and will follow the rules and regulations of the Westfield Farmers Market. The information provided is correct and accurate.

Vendor signature

Date

Please mark below your choice of market option. If you are choosing the non-member option, please see attached sheet and, to the best of your knowledge, mark the dates you intend to participate. Thank you for your time and cooperation!

Market Member Non-member

2011 Westfield Farmers Market Calendar

We are excited to have you as a vendor at our market, and look forward to seeing you often this summer! Below are the dates of the 2011 Market season. **Please mark below your planned attendance at the market this summer to the best of your ability.** If you have any questions or date changes, please contact Market Manager at 326-4000 or farmersmarket@westfieldny.com

Week of:

May 28, Grand Opening
 June 4 June 11 June 18 June 25
 July 2 July 9 July 16 July 23

July 30 –Westfield Arts and Crafts Show. Market location and spaces changed for agriculture vendors only – attendance optional.

August 6 August 13 August 20 August 27
 September 3 September 10 September 17 September 24

Market membership fee must be paid no later than May 1, 2011. Refundable portion of market membership will be sent to each member no later than October 24, 2011