

WEST POINT-TOWN OF HIGHLANDS FARMERS MARKET

2022 Vendor Registration Form

2022 Season June 12 - October 30, 2022 Every Sunday 9:00 AM – 1:00 PM	Contact Information Carol Spisso, Market Manager info@wptohmarket.com 845-220-6527 (text only)
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MARKET MISSION

Helping to revitalize the business and shopping districts of the Village of Highland Falls and the hamlet of Fort Montgomery within the Town of Highlands by providing local food growers and producers an effective direct market sales site and to provide consumers with a source of local, fresh produce and products (arts and crafts). Increasing opportunities for residents and visitors to learn more about healthy lifestyles and foster positive participation in community life.

GENERAL MARKET PARAMETERS

- The West Point – Town of Highlands Farmers Market (hereinafter “Market”), operates on a seasonal schedule, generally opening the start summer (mid-June) through mid-fall (end of October). Operating hours during the season are every Sunday from 9:00 AM to 1:00 PM, **weather permitting** and/or unless otherwise stated.
- The Market maintains the right to close any Sunday for any reason. In the event of closure, vendors will be notified via email and/or texting options.
- The Market Manager is responsible for the day-to-day operations of the Market and Vendor point of contact for questions and issues that arise during the Market. The Market Manager reserves the right to determine whether proposed merchandise meets the Market’s objectives and criteria for participation.
- In general, products permitted to be sold at the Market are limited to plants and other garden related items, baked goods, produce, dry goods, seasonal items, art, jewelry, food concessions and handmade items. The Market encourages participation by local farmers, growers, artists, etc. All items for sale must be approved by the Market Manager prior to Vendor use of a space at the Farmers Market. When adding any additional items to a booth for sale the Market Manager must approve such items in advance. Vendor is given a non-exclusive right to sell such items and in no way does the Market Manager’s approval constitute granting of an exclusive right to sell such items. The Market may increase or decrease the size of the Market in its sole discretion for reasons including but not limited to staffing, traffic issues, set up/loading issues, and clean-up costs. **Open alcohol sales are not permitted at the Market.**
- Products sold at the Market must be characterized within the categories listed below as defined by the Orange County Farmers Market Federation. All vendors must be Orange County or neighboring county farms and businesses. Each vendor’s application for a permit to sell shall state what is grown/ produced/made by the vendor, and what products the vendor intends to sell at the Market. These products are as follows, to wit:

- **Fresh Farm Products:** Includes fresh fruit and vegetables, herbs, nuts, honey, dairy products, eggs, poultry, mushrooms, meats and fish. Also included in this category are fresh grown flowers, nursery stock and plants. All fresh farm products must be grown or produced by the seller.
- **Value-added Farm Products:** Includes preserves, jams and jellies, cider, wine, beer, distilled spirits, syrups, salsas, smoked or canned meats or fish, dried fruit, flours, salad dressings and limited on-site processed farm food such as roasted peppers and roasted peanuts, nursery stock and plants. All value-added farm foods must be made from raw products/ingredients, a majority of which are grown and produced by the seller. Nursery stock and plants must have value added from original state.
- **Dried flowers, Crafted Farm Products:** Allowed are bouquets, wreaths, roping, arrangements and displays of fresh and dried flowers, vines and gourds. These items must be grown, foraged and produced by vendor on vendor's land. These items are intended as a supplement to fresh produce or other fresh farm or value-added products.
- **Garden/Seasonal Products:** Includes bouquets, wreaths, roping, arrangements and displays of fresh and dried flowers, vines and gourds. These items are intended as a supplement to fresh produce or other fresh farm or value-added products.
- **Processed Foods:** Includes juices, wines, preserved foods, salad dressings, jams, beer, pastries, pasta, granola, cookies, muffins, breads, pies and related take home desserts, not prepared on site. Vendor must be an active owner/operator of the business and may not be operating under a franchise agreement.
- In general, the Market space percentage assignment goals are as follows by product category: plants/flowers 10%, produce 40%, baked goods/prepared foods 25%, other 25%. These percentages are intended to serve as guidance to the Market Manager to achieve a balanced merchandise mix of approved product categories, however, the Market Manager has the discretion to exceed or be below any product category percentage with the prior approval of the Vision 2002 – Town of Highland, Inc. Board of Directors.
- Rental space available is **12 feet wide by 12 feet deep** (length of parking space). Vendors may rent one (1) or two (2) spaces. Additional stall space may be purchased. The Market Manager determines where each Vendor is placed within the Market and may limit the number of spaces to be used by any one Vendor. No Vendor space is permanent and may be moved at any time by the Market Manager. Stall assignments are made by the Market Manager based on the following criteria: available space, the number of spaces needed, and vendor performance. Performance includes good product quality, good display, and signage, and ability to follow rules and directions regarding punctuality, clean-up, and market fees being paid/current. The manager will make every attempt to keep stall spaces consistent throughout the season. However, some crops are seasonal and not all vendors may participate for the full season. *Market space assignments will be adjusted as needed.*
- Rental fees are listed on the Vendor Registration form. Fees are **currently** payable by check only (written to "Vision-2002") and mailed to:

VISION-2002
ATTN: Farmers Market
PO Box 667
Fort Montgomery, NY 10922

- Fees must be paid **prior** to set up of stall. All fees are non-refundable in part or in whole and are considered earned upon receipt thereof. Pre-paid vendors who fail to show up on Market day are not entitled to a refund for the day unless special prior arrangements have been made.
- All net proceeds are earmarked for community improvement projects within the Town of Highlands after operational expenses.

SET-UP AND BREAK-DOWN/MARKET OPERATIONS

- All vendors must be set up and ready to sell by start time. **Vendors with vehicles must arrive no later than 8:30 AM (30 minutes before market start time)**. Vendors with vehicles who arrive less than 30 minutes before the Market opens run the risk of having to load off from the parking area and transport items to the assigned stall. If this happens vendors will be issued a verbal warning. Second late offense will result in a written warning of termination and a \$25 fine. A third offense will result in termination. These criteria are in place for both safety and overall flow. We appreciate your cooperation.
- All spaces **must be completely set up to sell at 9:00 AM** and stay open with complete set up until close of the Market. during standard time. Promptly at 1:00 PM, depending upon the weather conditions, Vendors must tear down tables and tents and pack all supplies before being able to get their vehicle.
- For the safety of Vendors and participants, Vendors are required to stay until closing. Vendors who sell out early must keep their stall set up and post a sign letting customers know they have sold-out.
- Vendors are required to clean up after themselves and to provide receptacles for garbage from consumers. Vendor space must be maintained in a clean, safe and sanitary manner. Vendors must bring heavy duty trash bags to bag their garbage, securing bags properly at the end of the day. Vendors are responsible for taking with you any trash or garbage that is generated in or around your booth and sweeping up any product debris left on the ground. Vendors are not permitted to dispose of produce waste, overripe or leftover produce or boxes in any onsite garbage cans or dumpsters. Vendors who do not clean up at the end of the Market are subject to a \$25.00 fine and/or termination.
- The Market does **not** provide tables, awnings, tents, or tent weights for vendors. All vendors who wish to erect canopies (including umbrellas) on the market site during a normal period of market operations, including the set up and break down period, are required to have their canopies sufficiently and safely anchored to the ground from the time their canopy is put up to the time it is taken down. Any vendor who fails to properly anchor his or her canopy will not be allowed to sell at the market on that market day unless that vendor chooses to take down and stow their canopy and sell without it. Vendors are responsible for all set up materials including, but not limited to, tables, tents, umbrellas, chairs, signage and tablecloths. The Market does NOT require a tent, but all tables be covered by a cloth. All Vendors (including tented booths) are required to have a plastic drop cloth or tarp for possible sudden rain. **Weights to hold tents down REQUIRED for safety purposes.**
- Signage must be properly displayed with Vendor's business name by either an easel, a frame, or hung securely on tent structure. All vendors will post a sign identifying the name of the farm/business represented and where it is located. All goods for sale should be clearly marked with their prices. This can be done individually or on a larger sign that is clearly readable. This

is a critical component of providing a reputable farmers market, allowing customers to refer to growers and businesses by name.

- Vendors shall maintain their booths in a neat, organized manner, free from clutter. The vendor sales area must not extend beyond the allotted boundaries of the stall space. Avoid blocking neighboring stalls with large signs etc.
- Pricing of goods sold at the Market is solely the responsibility of the individual vendor. Vendors are not allowed to give produce away for free or at below-cost pricing, thus undercutting potential sales of other vendors. Vendors are expected to bring good quality produce to market. **Vendors are solely responsible for the safety of their food and cannot sell adulterated food.**
- Vendors selling produce by weight must provide their own scales. Scales must be “legal for trade” and are subject to inspection by the Department of Agriculture’s “Weights and Measures” program. All scale displays must be readable and in easy sight to your customers during business transactions.
- No pets will be allowed in the Vendor selling area. The only exception will be seeing-eye dogs, dogs for the hearing impaired or other disability guide dogs.
- Vendors must monitor and supervise their children at all times during Market day. Set-up and take-down time can be an especially dangerous time for unattended children. The Market can take no responsibility for their safety or whereabouts, or for any damages they may cause or incur.
- Vendors are expected to cooperate with the Market Manager in marketing and public relations activities intended to promote the market and vendors. That includes: Weekly product and produce updates to be posted on Facebook and press releases; Vendor description and background information to be provided with application; Recipes as requested by the Market Manager; Appropriate product/other demonstrations as requested by the Market Manager.
- Customer complaints about individual vendors will be discussed with the vendor. If the market receives numerous complaints about a vendor, the Market Manager will discuss the situation with the vendor and determine if any corrective action is needed. Vendors and their representatives are expected to conduct themselves in a respectful, safe and courteous and harmonious manner with customers, market staff and each other. Any language or behavior that jeopardizes the normal operations of the Market will be grounds for termination of the vendor’s permit to sell. Complaints of any kind should be written up and given to the market manager/staff.
- Customers who have a legitimate complaint about the produce they purchase should be given a full monetary refund or replacement of equal value. It is the market’s policy to satisfy the customer. Complaints that seem unfounded or excessive may need to be mediated by market manager.
- Vendors are required to wear “shirts/shoes” at their booths during market hours.
- Parking for one (1) vehicle per vendor is available on site.

LICENSES AND HEALTH CODES

- The Market has received authority, permission, and license from the Village of Highland Falls for the Market to be held during the Market season. Vendors shall maintain all other appropriate Federal, State, County, and Village licenses which may be required for their type of goods or food products and have licenses in their booth at all times.

- Farmers selling fruit and vegetables, meats, poultry, eggs, and all prepared food vendors shall provide at the time of application current copies of any permits, insurance and licenses applicable to the sale of their products. -Insurance certificate of one million dollars, naming Vision Town of Highlands as additional insured, must accompany the registration form.
 - All prepared foods and baked goods Vendors must submit applicable operating permits issued by the Orange County Health Dept. with application and keep a copy of these permits at their market stall at all times.
 - Vendors that serve any food products/food samples that are not prepackaged must comply with state laws and regulations related to food service.
 - All prepared foods and baked goods are required to packaged and labeled in accordance with the 2017 rules and regulations of the Orange County Farmers Market Federation and Health Department.
- Sales tax, when required by the State, is the responsibility of the Vendor.

ENFORCEMENT OF RULES

- Violation of any general public safety rules or Market policy listed in this Agreement by Vendor or Vendor's staff or exhibition of improper behavior may result in termination of space rental. Vendors shall generally be given a written warning from the Market Manager of any such violation and two written warnings will constitute immediate termination.
- Vendors shall conduct themselves in a courteous and professional manner with other Vendors, Market personnel and Market patrons. Failure to do so is cause for immediate removal from the Market.

Contact Information

Carol Spisso

2021 Market Manager

info@wptohmarket.com