



Orleans Winter Farmers' Market

Winter 2016 - 2017 Vendor Application

Deadline to submit = October 15, 2016

Dear Prospective Vendor,

Now in our third season, the Orleans Winter Farmers' Market (OWFM) is a collaboration between the Orleans Farmers' Market and the Community Development Partnership. Both parties are co-managing the upcoming season through a joint committee called the OFM Winter Market Committee. During our 2nd season, we collected data from vendors and shoppers to help us evaluate the success of the market. Thanks to great vendors, a solid customer base and robust marketing, we know that **15% more shoppers** visited the market compared to the 1st season. That increase in shoppers resulted in a **26% increase in sales**. As more people learn about the market, we expect these figures to grow. We hope that you will choose to be a part of our market and help to grow our local food economy.

The OFM Winter Market Committee is working toward developing a weekly market from December 2016 – April 2017 based on vendor application commitments. As a vendor, you may choose the time commitment that works best for your business whether that means you can participate weekly, biweekly (every other week) or occasionally. With that said, if you are able to participate weekly, we would love it if you would commit to being a weekly vendor. We will review all applications by October 31st and make a final determination about the frequency of the market.

We look forward to hearing from you,

Gretel Norgeot, Tracy Plaut, Heather Bailey, Andrea Aldana, Karen Moore, Nicole Cormier and Milisa Moses

OFM Winter Market Committee

295

Average # of shoppers
each market

23

Average # of vendors
each market

\$4,649

Average total reported
sales per market



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MARKET INFORMATION

LOGISTICS: The OWFM will hold all markets in the cafeteria from December – April at the Nauset Regional Middle School, 70 Route 28, Orleans, MA 02653, on Saturdays from 9am-12pm. Pending vendor interest, we may hold a market on New Year's Eve (December 31st).

Vendor Type	Dates by Vendor Type
Weekly Vendors	Every Saturday from 12/3/2016 – 4/29/2017
Biweekly Vendors – A Group	1 st & 3 rd Saturdays, from 12/3/2016 – 4/15/2017: December 3 rd & 17 th , January 7 th & 21 st , February 4 th & 18 th , March 4 th & 18 th , April 1 st & 15 th .
Biweekly Vendors – B Group	2 nd & 4 th Saturdays, from 12/10/2016 – 4/22/2017: December 10 th & 31 st , January 14 th & 28 th , February 11 th & 25 th , March 11 th & 25 th , April 8 th & 22 nd .
Occasional Vendors	One or more Saturday per months from 12/3/2016 – 4/29/2017, as requested by the vendor and approved by the Market Manager.

FEES: 50% deposit for weekly or biweekly vendors is due with application to show commitment. Fee covers the cost of one 6ft x 8ft space. You may pay for a second space if desired. If so, indicate this on your application. **Note: Vendors must bring their own table. Final payments are due November 15th.**

- Weekly Vendor Fee = \$160 per booth for the entire season, (\$8/market).
- Biweekly Vendor Fee = \$100 per booth for the entire season, (\$10/market). Biweekly vendors will be divided into two alternating groups to ensure an even market make-up, see the table below. If you have a preference, please circle your desired group in the table above.
- Occasional Vendor Fee = \$20 per booth per market. Must indicate dates: _____
- If approved, a \$25 fee to the Orleans Board of Health will be required of Value-Added vendors only for a Farmers Market Retail Food Permit. Do not submit this payment until you receive an acceptance letter from the OWFM.
- **Late payment fees charged after November 15th = \$50.**
- **Vendors who must miss a market for unforeseen reasons must notify the Market Manager one week in advance or incur a \$25 fee. Advanced notice allows the Market Manager to seek a different vendor to fill that spot.**

ELIGIBILITY CRITERIA: vendors who will comply with the following requirements are encouraged to apply

- *Acceptable Products:* The OWFM is a 'producers market' – this means products sold must be grown, made, caught or produced by the vendor within Barnstable County.
- *Market Commitment:* vendors are expected to commit to participate in all markets that they have committed to.
- *Meetings:* We will hold an End-of-Year Wrap-Up at the end of the season, date to be determined. Your attendance is highly encouraged and food will be provided.
- *Insurance:* we encourage vendors selling Value-Added products to carry active Liability Insurance to protect themselves and their business. If you have Liability Insurance, please provide a copy of your policy's binder page as evidence of non-expired insurance.
- *Token Contract:* vendors who sell SNAP/EBT eligible items are required to participate in our SNAP program. A Token Contract is included. The contract also includes credit/debit tokens.



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APPLICATION

Vendor & Farm Name: _____

Physical Address: _____

Mailing Address: _____

Main Contact Person: _____

Email: _____ **Phone/cell:** _____

Website: _____

VENDOR CATEGORY (majority of products by volume during the entire winter season of December – April).

CHECK ONLY ONE:

- Produce (raw, edible food)
- Other Agriculture (Ex: edible non-produce)
- Added Value or Prepared Foods (processed/prepared food)
- Locally Sourced, Agriculture Related Home Craft (non-edible)

PRODUCT LIST: attach a separate list of all produce/products you plan to sell at the market. See last page of application.

Please Note: Market Management may offer approved vendors an opportunity to sell Off-Cape products. Off-Cape products must be unavailable on Cape Cod, sourced directly from the producer, and cannot account for more than 25% of vendor sales. **If you would like to offer an Off-Cape product, please list those items separately and clearly indicate the product name, type (cheese, pasta etc.) and source. This labeling will also apply to products sold at the market.**

PERMITS: Added Value and Other Agriculture vendors must attach non-expired permits for all products.

SKILLS/TALENTS: do you have a talent or hobby that could benefit the market? If so, what is it? _____

BOOTH SIZE: Standard booth size is 6ft x 8ft, will you require a different size? (YES) – Need less space (NO)

Have you sold at other Cape Cod farmers' markets? (YES) If yes, where and which years? (NO)

Market	Years	Market	Years
_____	_____	_____	_____
_____	_____	_____	_____

If you wish to provide samples during the market, please provide a detailed description:

Each participant in the Market as a vendor, or their invitees, agrees to release and hold harmless the Orleans Winter Farmers' Market (property owners and management), all vendors, Market Directors and Market Management from all claims, demands, and liabilities, what so ever which may or could arise out of the operation of the market and the use and occupation of the Market premises by the vendors or their invitees, Market Directors and Market Management at any time here after, including any claim for personal injury or property damage caused by negligence of the released parties, but excluding any action based on intentional tort.

By signing below, I confirm that all information provided is accurate to the best of my knowledge.

Signed Name: _____ **Date:** _____

Printed Name: _____



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APPLICATION CHECKLIST

Submit to the Orleans Winter Farmer's Market: requirements noted with an asterisk (*).

___ *I have enclosed a deposit via check made payable to Community Development Partnership. (No cash)

___ *I will accept tokens for SNAP (if eligible) and credit/debit and have enclosed a signed Token Contract.

___ *I have enclosed copies of all non-expired permits provided by the Orleans Board of Health.

Note: an active Farmers Market Retail Food Permit is required of all Added-Value and Other Agriculture vendors.

Note: if you wish to provide samples, a copy of your Temporary Food Establishment Permit is required, see below.

___ *If I am ServSafe certified, I have enclosed a copy of my ServSafe Certificate.

___ *If I am Allergyn certified, I have enclosed a copy of my Allergyn Certificate.

___ *If I am Choke Safe certified, I have enclosed a copy of my Choke Safe Certificate.

___ If I have Liability Insurance, I have enclosed proof of non-expired liability insurance.

Submit to the Orleans Board of Health: get forms directly from Orleans Board of Health

___ As a vendor who will sell items that have been processed (non-produce), you must submit the following documents required by the Orleans Board of Health:

___ \$25 check made payable to the Orleans Board of Health.

___ Orleans Farmers Market Retail Food Application.

___ MA Dept. of Revenue – Revenue Enforcement and Protection Attestation (REAP)

___ Orleans Health Dept. for Outstanding Property Tax, Personal Property Tax, Unpaid Water Bill.

___ Workers' Compensation Insurance Affidavit

___ Copy of ServSafe Certificate.

___ Copy of Allergyn Certificate.

___ Copy of Choke Safe Certificate.

___ To provide samples, submit a completed Temporary Food Permit Application. **Note: you may request a fee variance from the Orleans Board of Health to apply one \$50 fee to the entire winter season.**

SEND APPLICATION MATERIALS TO:

Orleans Winter Farmers' Market, Attn: Andrea Aldana, 3 Main Street Mercantile, Unit 7, Eastham, MA 02642.

You may also hand your application in to Market Management at the Orleans Farmers' Market.

QUESTIONS? Call us at (508) 240-7873 x10 or (508) 237-9492. Or email us at OFMwintermarket@gmail.com.

THANK YOU FOR APPLYING TO BE A VENDOR AT THE 2016-2017 ORLEANS WINTER FARMERS' MARKET!



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TOKEN CONTRACT

I, _____ on behalf of my business, _____ agree to abide by the rules described herein as they relate to the processing of SNAP/Food Stamp, EBT and Credit/Debit transactions. I/we agree to follow the USDA Food Stamp Program rules, as outlined on the bottom of this agreement. I/we understand that the **Orleans Winter Farmers' Market** has the right to remove vendors from the market who choose not to uphold this agreement.

Date _____ Signature of Market Member(s) _____

USDA FOOD STAMP PROGRAM RULES

TOKEN CURRENCY:

EBT/SNAP/Food Stamp tokens are black and say \$2.50 or \$1.00, FRESH FOODS, NO CHANGE.
You may NOT set a minimum purchase requirement.

Fresh Food tokens **may** be used to buy: fruits, vegetables, herbs, meats, fish, poultry, dairy products (i.e. cheese), breads, eggs, honey, jam, preserves, seeds and plants intended for growing food.

Fresh Food tokens **may not** be used to buy: non-food items like candles, soap, jewelry, pottery, wool, etc. Ready-to-eat hot foods (like soup, hot sandwiches, etc.)



TOKEN CURRENCY:

EBT/Cash and Debit tokens are red and say \$5.00, ANY PURCHASE, MAKE CHANGE.

Any Purchase tokens may be used to buy: anything at the market. Change can be given.

The customers will purchase all tokens from the Market Manager with the EBT/Credit Card machine and then proceed to the vendor of their choice to make purchases. At the end of the market day, vendors will return the tokens to the Market Manager to be counted and recorded. Once a month vendors will receive payment for the redeemed tokens.



If you have any questions, please contact the Market Manager at OFMwintermarket@gmail.com.

